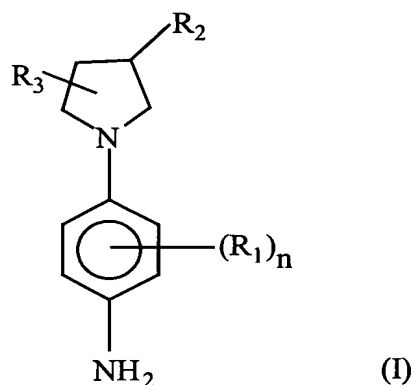


## WHAT IS CLAIMED IS:

1. A dyeing composition for dyeing keratinous fibres comprising, in an appropriate dyeing medium, at least one cationic tertiary para-phenylenediamine comprising a pyrrolidine ring, and at least one cationic direct dye comprising at least one heterocyclic group.
2. The composition of claim 1, wherein the cationic tertiary para-phenylenediamine corresponds to formula I:



in which

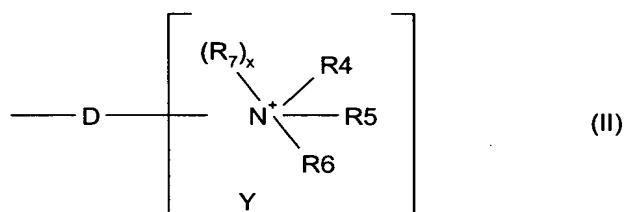
n varies from 0 to 4, it being understood that when n is greater than or equal to 2, then the radicals R<sub>1</sub> may be identical or different,

R<sub>1</sub> represents a halogen atom; a saturated or unsaturated, aliphatic or alicyclic, C<sub>1</sub>-C<sub>6</sub> hydrocarbon chain, it being possible for the chain to contain one or more oxygen, nitrogen, silicon or sulphur atoms or an SO<sub>2</sub> group, and it being possible for the chain to be substituted with one or more hydroxyl or amino radicals; an onium radical Z, the radical R<sub>1</sub> not containing a peroxide bond, or diazo, nitro or nitroso radicals,

R<sub>2</sub> represents an onium radical Z or a radical -X-C=NR<sub>8</sub>-NR<sub>9</sub>R<sub>10</sub> in which X represents an oxygen atom or a radical -NR<sub>11</sub> and R<sub>8</sub>, R<sub>9</sub>, R<sub>10</sub> and R<sub>11</sub> represent a hydrogen atom, a C<sub>1</sub>-C<sub>4</sub> alkyl radical or a C<sub>1</sub>-C<sub>4</sub> hydroxyalkyl radical,

R<sub>3</sub> represents a hydrogen atom or a hydroxyl radical.

3. The composition of claim 2, wherein the cationic tertiary para-phenylenediamine is such that n is equal to 0.
4. The composition of claim 2, wherein the cationic tertiary para-phenylenediamine is such that n is equal to 1 and R<sub>1</sub> is chosen from the group consisting of a halogen atom; a saturated or unsaturated, aliphatic or alicyclic, C<sub>1</sub>-C<sub>6</sub> hydrocarbon chain; it being possible for one or more carbon atoms to be replaced by an oxygen, nitrogen, silicon or sulphur atom, or by an SO<sub>2</sub> group, the radical R<sub>1</sub> not containing a peroxide bond, or diazo, nitro or nitroso radicals.
5. The composition of claim 2, wherein the cationic tertiary para-phenylenediamine is such that R<sub>1</sub> is chosen from chlorine, bromine, C<sub>1</sub>-C<sub>4</sub> alkyl, C<sub>1</sub>-C<sub>4</sub> hydroxyalkyl, C<sub>1</sub>-C<sub>4</sub> aminoalkyl, C<sub>1</sub>-C<sub>4</sub> alkoxy or C<sub>1</sub>-C<sub>4</sub> hydroxyalkoxy radicals.
6. The composition of claim 5, wherein the cationic tertiary para-phenylenediamine is such that R<sub>1</sub> is chosen from a methyl, hydroxymethyl, 2-hydroxyethyl, 1,2-dihydroxyethyl, methoxy, isopropoxy or 2-hydroxyethoxy radical.
7. The composition of claim 2, wherein the cationic tertiary para-phenylenediamine is such that R<sub>2</sub> represents the onium radical Z corresponding to formula (II)



in which

D is a single bond of a linear or branched C<sub>1</sub>-C<sub>14</sub> alkylene chain which may contain one or more heteroatoms chosen from oxygen, sulphur or nitrogen, and which may be substituted with one or more hydroxyl, C<sub>1</sub>-C<sub>6</sub> alkoxy or amino radicals and which may carry one or more ketone functional groups;

R<sub>4</sub>, R<sub>5</sub> and R<sub>6</sub>, taken separately, represent a C<sub>1</sub>-C<sub>15</sub> alkyl radical; a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical; a C<sub>2</sub>-C<sub>6</sub> polyhydroxyalkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkoxy(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; an aryl radical; a benzyl radical; a C<sub>1</sub>-C<sub>6</sub> amidoalkyl radical; a tri(C<sub>1</sub>-C<sub>6</sub>)alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a C<sub>1</sub>-C<sub>6</sub>

aminoalkyl radical; a C<sub>1</sub>-C<sub>6</sub> aminoalkyl radical in which the amine is mono- or di-substituted with a C<sub>1</sub>-C<sub>4</sub> alkyl, (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl, amido or (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl radical; or

R<sub>4</sub>, R<sub>5</sub> and R<sub>6</sub> together, in pairs, form, with the nitrogen atom to which they are attached, a 4-, 5-, 6- or 7-membered saturated carbon ring which may contain one or more heteroatoms, it being possible for the cationic ring to be substituted with a halogen atom, a hydroxyl radical, a C<sub>1</sub>-C<sub>6</sub> alkyl radical, a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical, a C<sub>2</sub>-C<sub>6</sub> polyhydroxy-alkyl radical, a C<sub>1</sub>-C<sub>6</sub> alkoxy radical, a tri(C<sub>1</sub>-C<sub>6</sub>)alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical, an amido radical, a carboxyl radical, a (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl radical, a thio (-SH) radical, a C<sub>1</sub>-C<sub>6</sub> thioalkyl (-R-SH) radical, a (C<sub>1</sub>-C<sub>6</sub>)alkylthio radical, an amino radical, an amino radical which is mono- or di-substituted with a (C<sub>1</sub>-C<sub>6</sub>)alkyl, (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl, amido or (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl radical;

R<sub>7</sub> represents a C<sub>1</sub>-C<sub>6</sub> alkyl radical; a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical; a C<sub>2</sub>-C<sub>6</sub> polyhydroxyalkyl radical; an aryl radical; a benzyl radical; a C<sub>1</sub>-C<sub>6</sub> aminoalkyl radical; a C<sub>1</sub>-C<sub>6</sub> aminoalkyl radical whose amine is mono- or di-substituted with a (C<sub>1</sub>-C<sub>6</sub>)alkyl, (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl, amido or (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl radical; a C<sub>1</sub>-C<sub>6</sub> carboxyalkyl radical; a C<sub>1</sub>-C<sub>6</sub> carbamyl-alkyl radical; a C<sub>1</sub>-C<sub>6</sub> trifluoroalkyl radical; a tri(C<sub>1</sub>-C<sub>6</sub>)alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a C<sub>1</sub>-C<sub>6</sub> sulphonamidoalkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkyl-carboxy(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkylsulphinyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; an N-(C<sub>1</sub>-C<sub>6</sub>)alkylcarbamyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; an N-(C<sub>1</sub>-C<sub>6</sub>)alkylsulphonamido(C<sub>1</sub>-C<sub>6</sub>)alkyl radical;

x is 0 or 1,

when x = 0, then the linking arm is attached to the nitrogen atom carrying the radicals R<sub>4</sub> to R<sub>6</sub>;

when x = 1, then two of the radicals R<sub>4</sub> to R<sub>6</sub> form, together with the nitrogen atom to which they are attached, a 4-, 5-, 6- or 7-membered saturated ring and D is linked to the carbon atom of the saturated ring;

Y is a counter-ion.

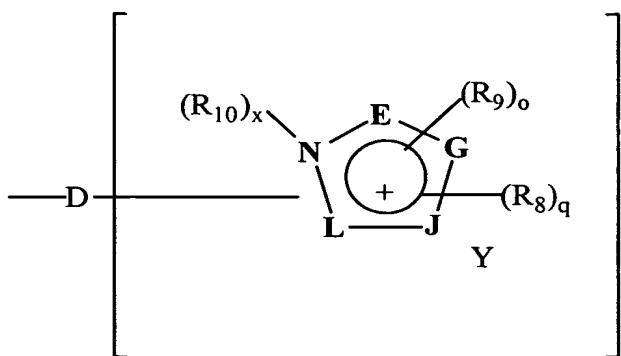
8. The composition of claim 7, wherein the cationic tertiary para-phenylenediamine is such that R<sub>2</sub> corresponds to formula II in which x is equal to 0 and R<sub>4</sub>, R<sub>5</sub> and R<sub>6</sub> separately are preferably chosen from a C<sub>1</sub>-C<sub>6</sub> alkyl radical, a C<sub>1</sub>-C<sub>4</sub> monohydroxyalkyl radical, a C<sub>2</sub>-C<sub>4</sub> polyhydroxyalkyl radical, a (C<sub>1</sub>-C<sub>6</sub>)alkoxy(C<sub>1</sub>-C<sub>4</sub>)alkyl radical, a C<sub>1</sub>-C<sub>6</sub> amidoalkyl radical, a tri(C<sub>1</sub>-C<sub>6</sub>)alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical, or R<sub>4</sub> with R<sub>5</sub> form together an azetidine ring, a pyrrolidine, piperidine, piperazine or morpholine ring, R<sub>6</sub> being chosen in this case from a C<sub>1</sub>-C<sub>6</sub> alkyl radical; a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical, a C<sub>2</sub>-C<sub>6</sub> polyhydroxyalkyl radical; a C<sub>1</sub>-C<sub>6</sub> aminoalkyl radical, an aminoalkyl radical which is mono- or di-substituted with a (C<sub>1</sub>-C<sub>6</sub>)alkyl radical, a (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl, amido or (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl radical; a C<sub>1</sub>-C<sub>6</sub> carbamylalkyl radical; a tri(C<sub>1</sub>-C<sub>6</sub>)alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkyl carboxy(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; an N-(C<sub>1</sub>-C<sub>6</sub>)alkylcarbamyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical.

9. The composition of claim 7, wherein the cationic tertiary para-phenylenediamine is such that R<sub>2</sub> corresponds to formula II in which x is equal to 1 and R<sub>7</sub> is chosen from a C<sub>1</sub>-C<sub>6</sub> alkyl radical; a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical; a C<sub>2</sub>-C<sub>6</sub> polyhydroxy-alkyl radical; a C<sub>1</sub>-C<sub>6</sub> aminoalkyl radical, a C<sub>1</sub>-C<sub>6</sub> aminoalkyl radical whose amine is mono- or di-substituted with a (C<sub>1</sub>-C<sub>6</sub>)alkyl, (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl, amido or a (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl radical; a C<sub>1</sub>-C<sub>6</sub> carbamylalkyl radical, a tri(C<sub>1</sub>-C<sub>6</sub>)alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkylcarboxy(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; an N-(C<sub>1</sub>-C<sub>6</sub>)alkylcarbamyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; R<sub>4</sub> with R<sub>5</sub> together form an azetidine, pyrrolidine, piperidine, piperazine or morpholine ring, R<sub>6</sub> being chosen in this case from a C<sub>1</sub>-C<sub>6</sub> alkyl radical; a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical; a C<sub>2</sub>-C<sub>6</sub> polyhydroxyl alkyl radical; a C<sub>1</sub>-C<sub>6</sub> aminoalkyl radical; a C<sub>1</sub>-C<sub>6</sub> aminoalkyl radical whose amine is mono- or di-substituted with a (C<sub>1</sub>-C<sub>6</sub>)alkyl, (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl, amido or (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl radical; a C<sub>1</sub>-C<sub>6</sub> carbamylalkyl radical; a tri(C<sub>1</sub>-C<sub>6</sub>)alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkylcarboxy(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; an N-(C<sub>1</sub>-C<sub>6</sub>)alkylcarbamyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical.

10. The composition of claim 7, wherein the cationic tertiary para-phenylenediamine is such that D is a single bond or an alkylene chain which may be substituted.

11. The composition of claim 7, wherein the cationic tertiary para-phenylenediamine is such that  $R_2$  is a trialkylammonium radical.

12. The composition of claim 2, wherein the cationic tertiary para-phenylenediamine is such that  $R_2$  represents the onium radical Z corresponding to formula III



(III)

in which

D is a single bond or a linear or branched  $C_1$ - $C_{14}$  alkylene chain which may contain one or more heteroatoms chosen from oxygen, sulphur or nitrogen, and which may be substituted with one or more hydroxyl,  $C_1$ - $C_6$  alkoxy or amino radicals, and which may carry one or more ketone functional groups;

the vertices E, G, J, L, which are identical or different, represent a carbon, oxygen, sulphur or nitrogen atom to form a pyrrole, pyrazole, imidazole, triazole, oxazole, isooxazole, thiazole, isothiazole ring,

q is an integer between 0 and 4 inclusive;

o is an integer between 0 and 3 inclusive;

q+o is an integer between 0 and 4;

the radicals  $R_8$ , which are identical or different, represent a halogen atom, a hydroxyl radical, a  $C_1$ - $C_6$  alkyl radical, a  $C_1$ - $C_6$  monohydroxyalkyl radical, a  $C_2$ - $C_6$  polyhydroxyalkyl radical, a  $C_1$ - $C_6$  alkoxy radical, a tri( $C_1$ -

C<sub>6</sub>alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical, an amido radical, a carboxyl radical, a C<sub>1</sub>-C<sub>6</sub> alkylcarbonyl radical, a thio radical, a C<sub>1</sub>-C<sub>6</sub> thioalkyl radical, a (C<sub>1</sub>-C<sub>6</sub>)alkylthio radical, an amino radical, an amino radical which is mono- or di-substituted with a (C<sub>1</sub>-C<sub>6</sub>)alkyl, (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl, amido or (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl radical; a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical or a C<sub>2</sub>-C<sub>6</sub> polyhydroxyalkyl radical; it being understood that the radicals R<sub>8</sub> are carried by a carbon atom,

the radicals R<sub>9</sub>, which are identical or different, represent a C<sub>1</sub>-C<sub>6</sub> alkyl radical, a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical, a C<sub>2</sub>-C<sub>6</sub> polyhydroxyalkyl radical, a tri(C<sub>1</sub>-C<sub>6</sub>)alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical, a (C<sub>1</sub>-C<sub>6</sub>)alkoxy(C<sub>1</sub>-C<sub>6</sub>)alkyl radical, a C<sub>1</sub>-C<sub>6</sub> carbamylalkyl radical, a (C<sub>1</sub>-C<sub>6</sub>)alkylcarboxy(C<sub>1</sub>-C<sub>6</sub>)alkyl radical, a benzyl radical; it being understood that the radicals R<sub>9</sub> are carried by a nitrogen,

R<sub>10</sub> represents a C<sub>1</sub>-C<sub>6</sub> alkyl radical; a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical; a C<sub>2</sub>-C<sub>6</sub> polyhydroxyalkyl radical; an aryl radical; a benzyl radical; a C<sub>1</sub>-C<sub>6</sub> aminoalkyl radical, a C<sub>1</sub>-C<sub>6</sub> aminoalkyl radical whose amine is substituted with a (C<sub>1</sub>-C<sub>6</sub>)alkyl, (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl, amido or (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl radical; a C<sub>1</sub>-C<sub>6</sub> carboxyalkyl radical; a C<sub>1</sub>-C<sub>6</sub> carbamylalkyl radical; a C<sub>1</sub>-C<sub>6</sub> trifluoroalkyl radical; a tri(C<sub>1</sub>-C<sub>6</sub>)alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a C<sub>1</sub>-C<sub>6</sub> sulphonamidoalkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkylcarboxy(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; an N-(C<sub>1</sub>-C<sub>6</sub>)alkylcarbamyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; an N-(C<sub>1</sub>-C<sub>6</sub>)alkylsulphonamido(C<sub>1</sub>-C<sub>6</sub>)alkyl radical;

x is 0 or 1

when x = 0, the linking arm D is attached to the nitrogen atom,

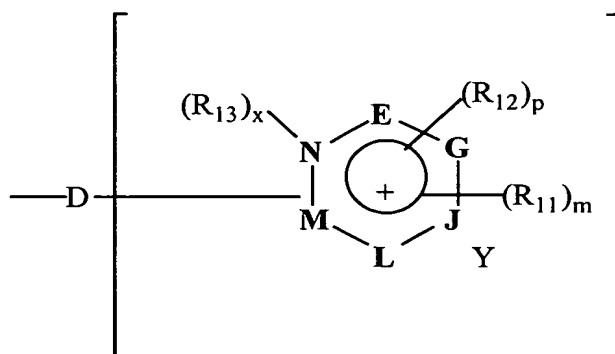
when x = 1, the linking arm D is attached to one of the vertices E, G, J or L,

Y is a counter-ion.

13. The composition of claim 12, wherein the cationic tertiary para-phenylenediamine is such that the vertices E, G, J and L form an imidazole ring.

14. The composition of claim 12, wherein the cationic tertiary para-phenylenediamine is such that x is equal to 0, D is a single bond or an alkylene chain which may be substituted.

15. The composition of claim 2, wherein the cationic tertiary para-phenylenediamine is such that R<sub>2</sub> represents an onium radical Z corresponding to formula IV



(IV)

in which:

D is a single bond or a linear or branched C<sub>1</sub>-C<sub>14</sub> alkylene chain which may contain one or more heteroatoms chosen from an oxygen, sulphur or nitrogen atom, and which may be substituted with one or more hydroxyl, C<sub>1</sub>-C<sub>6</sub> alkoxy or amino radicals, and which may carry one or more ketone functional groups;

the vertices E, G, J, L and M, which are identical or different, represent a carbon, oxygen, sulphur or nitrogen atom to form a ring chosen from the pyridine, pyrimidine, pyrazine, triazine and pyridazine rings;

p is an integer between 0 and 3 inclusive;

m is an integer between 0 and 5 inclusive;

p+m is an integer between 0 and 5;

the radicals R<sub>11</sub>, which are identical or different, represent a halogen atom, a hydroxyl radical, a C<sub>1</sub>-C<sub>6</sub> alkyl radical, a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical,

a C<sub>2</sub>-C<sub>6</sub> polyhydroxyalkyl radical, a C<sub>1</sub>-C<sub>6</sub> alkoxy radical, a tri(C<sub>1</sub>-C<sub>6</sub>)alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical, an amido radical, a carboxyl radical, a C<sub>1</sub>-C<sub>6</sub> alkylcarbonyl radical, a thio radical, a C<sub>1</sub>-C<sub>6</sub> thioalkyl radical, a (C<sub>1</sub>-C<sub>6</sub>)alkylthio radical, an amino radical, an amino radical which is substituted with a (C<sub>1</sub>-C<sub>6</sub>)alkyl, (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl, amido or (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl radical; a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical or a C<sub>2</sub>-C<sub>6</sub> polyhydroxyalkyl radical; it being understood that the radicals R<sub>11</sub> are carried by a carbon atom,

the radicals R<sub>12</sub>, which are identical or different, represent a C<sub>1</sub>-C<sub>6</sub> alkyl radical, a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical, a C<sub>2</sub>-C<sub>6</sub> polyhydroxyalkyl radical, a tri(C<sub>1</sub>-C<sub>6</sub>)alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical, a (C<sub>1</sub>-C<sub>6</sub>)alkoxy(C<sub>1</sub>-C<sub>6</sub>)alkyl radical, a C<sub>1</sub>-C<sub>6</sub> carbamylalkyl radical, a (C<sub>1</sub>-C<sub>6</sub>)alkylcarboxy(C<sub>1</sub>-C<sub>6</sub>)alkyl radical, a benzyl radical; it being understood that the radicals R<sub>12</sub> are carried by a nitrogen,

R<sub>13</sub> represents a C<sub>1</sub>-C<sub>6</sub> alkyl radical; a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical; a C<sub>2</sub>-C<sub>6</sub> polyhydroxyalkyl radical; an aryl radical; a benzyl radical; a C<sub>1</sub>-C<sub>6</sub> aminoalkyl radical, a C<sub>1</sub>-C<sub>6</sub> aminoalkyl radical whose amine is mono- or di-substituted with a (C<sub>1</sub>-C<sub>6</sub>)alkyl, (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl, amido or (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl radical; a C<sub>1</sub>-C<sub>6</sub> carboxyalkyl radical; a C<sub>1</sub>-C<sub>6</sub> carbamylalkyl radical; a C<sub>1</sub>-C<sub>6</sub> trifluoroalkyl radical; a tri(C<sub>1</sub>-C<sub>6</sub>)alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a C<sub>1</sub>-C<sub>6</sub> sulphonamidoalkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkylcarboxy(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; an N-(C<sub>1</sub>-C<sub>6</sub>)alkylcarbamyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; an N-(C<sub>1</sub>-C<sub>6</sub>)alkylsulphonamido(C<sub>1</sub>-C<sub>6</sub>)alkyl radical;

x is 0 or 1

when x = 0, the linking arm D is attached to the nitrogen atom,

when x = 1, the linking arm D is attached to one of the vertices E, G, J, L or M,

Y is a counter-ion.



16. The composition of claim 15, wherein the vertices E, G, J, L and M form, with the nitrogen of the ring, a ring chosen from pyridine and pyrimidine rings.
17. The composition of claim 15, wherein the cationic tertiary para-phenylenediamine is such that x is equal to 0 and R<sub>11</sub> is chosen from a hydroxyl radical, a C<sub>1</sub>-C<sub>6</sub> alkyl radical, a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical, a C<sub>2</sub>-C<sub>6</sub> polyhydroxyalkyl radical, a C<sub>1</sub>-C<sub>6</sub> alkoxy radical, a tri(C<sub>1</sub>-C<sub>6</sub>)alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical, an amido radical, a C<sub>1</sub>-C<sub>6</sub> alkylcarbonyl radical, an amino radical, an amino radical which is mono- or di-substituted with a (C<sub>1</sub>-C<sub>6</sub>)alkyl, a (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl, amido or (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl radical; a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical or a C<sub>2</sub>-C<sub>6</sub> polyhydroxyalkyl radical and R<sub>12</sub> is chosen from a C<sub>1</sub>-C<sub>6</sub> alkyl radical, a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical, a C<sub>2</sub>-C<sub>6</sub> polyhydroxyalkyl radical, a tri(C<sub>1</sub>-C<sub>6</sub>)alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical, a (C<sub>1</sub>-C<sub>6</sub>)alkoxy(C<sub>1</sub>-C<sub>6</sub>)alkyl radical, a C<sub>1</sub>-C<sub>6</sub> carbamylalkyl radical.
18. The composition of claim 15, wherein the cationic tertiary para-phenylenediamine is such that x is equal to 1 and R<sub>13</sub> is chosen from a C<sub>1</sub>-C<sub>6</sub> alkyl radical; a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical; a C<sub>2</sub>-C<sub>6</sub> polyhydroxyalkyl radical; a C<sub>1</sub>-C<sub>6</sub> aminoalkyl radical, a C<sub>1</sub>-C<sub>6</sub> aminoalkyl radical whose amine is mono- or di-substituted with a (C<sub>1</sub>-C<sub>6</sub>)alkyl radical, a (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl radical, an amido radical, a (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl radical; a C<sub>1</sub>-C<sub>6</sub> carbamylalkyl radical; a tri(C<sub>1</sub>-C<sub>6</sub>)alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; a (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; an N-(C<sub>1</sub>-C<sub>6</sub>)alkylcarbamyl(C<sub>1</sub>-C<sub>6</sub>)alkyl radical; R<sub>11</sub> is chosen from a hydroxyl radical, a C<sub>1</sub>-C<sub>6</sub> alkyl radical, a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical, a C<sub>2</sub>-C<sub>6</sub> polyhydroxyalkyl radical, a C<sub>1</sub>-C<sub>6</sub> alkoxy radical, a tri(C<sub>1</sub>-C<sub>6</sub>)alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical, an amido radical, a C<sub>1</sub>-C<sub>6</sub> alkylcarbonyl radical, an amino radical, an amino radical which is mono- or di-substituted with a (C<sub>1</sub>-C<sub>6</sub>)alkyl, (C<sub>1</sub>-C<sub>6</sub>)alkylcarbonyl, amido or (C<sub>1</sub>-C<sub>6</sub>)alkylsulphonyl radical; and R<sub>12</sub> is chosen from a C<sub>1</sub>-C<sub>6</sub> alkyl radical, a C<sub>1</sub>-C<sub>6</sub> monohydroxyalkyl radical, a C<sub>2</sub>-C<sub>6</sub> polyhydroxyalkyl radical, a tri(C<sub>1</sub>-C<sub>6</sub>)alkylsilane(C<sub>1</sub>-C<sub>6</sub>)alkyl radical, a (C<sub>1</sub>-C<sub>6</sub>)alkoxy(C<sub>1</sub>-C<sub>6</sub>)alkyl radical, a C<sub>1</sub>-C<sub>6</sub> carbamylalkyl radical.
19. The composition of claim 15, wherein the cationic tertiary para-phenylenediamine is such that R<sub>11</sub>, R<sub>12</sub> and R<sub>13</sub> are alkyl radicals which may be substituted.
20. The composition of claim 2, wherein the cationic tertiary para-phenylenediamine is such that the radical R<sub>2</sub> is the radical of formula -XP(O)(O-)OCH<sub>2</sub>CH<sub>2</sub>N<sup>+</sup>(CH<sub>3</sub>)<sub>3</sub> where X

represents an oxygen atom or a radical  $-NR_{14}$ ,  $R_{14}$  representing a hydrogen, a  $C_1$ - $C_4$  alkyl radical or a hydroxyalkyl radical.

21. The composition of claim 2, wherein the cationic tertiary para-phenylenediamine is such that the radical  $R_2$  is a guanidine radical of formula  $-X-C=NR_8-NR_9R_{10}$ ,  $X$  represents an oxygen atom or a radical  $-NR_{11}$ ,  $R_8$ ,  $R_9$ ,  $R_{10}$  and  $R_{11}$  representing a hydrogen, a  $C_1$ - $C_4$  alkyl radical or a hydroxyalkyl radical.

22. The composition of claim 1, wherein the cationic tertiary para-phenylene is chosen from the group consisting of:

[1-(4-Aminophenyl)pyrrolidin-3-yl]trimethylammonium chloride,

[1-(4-Aminophenyl)pyrrolidin-3-yl]dimethyltetradecylammonium bromide

N'-[1-(4-Aminophenyl)pyrrolidin-3-yl]-N,N-dimethyl-guanidinium chloride

N-[1-(4-Aminophenyl)pyrrolidin-3-yl]guanidinium chloride

3-[1-(4-Aminophenyl)pyrrolidin-3-yl]-1-methyl-3H-imidazol-1-ium chloride

[1-(4-Aminophenyl)pyrrolidin-3-yl]-(2-hydroxyethyl)dimethylammonium chloride

[1-(4-Aminophenyl)pyrrolidin-3-yl]dimethyl-(3-trimethylsilanylpropyl)ammonium chloride

[1-(4-Aminophenyl)pyrrolidin-3-yl]-(trimethylammonium-hexyl)dimethylammonium dichloride

[1-(4-Aminophenyl)pyrrolidin-3-yl]oxophosphorylcholine

{2-[1-(4-Aminophenyl)pyrrolidin-3-yloxy]ethyl} trimethylammonium chloride

1-{2-[1-(4-Aminophenyl)pyrrolidin-3-yloxy]ethyl}-1-methylpyrrolidinium chloride

3-{3-[1-(4-Aminophenyl)pyrrolidin-3-yloxy]propyl}-1-methyl-3H-imidazol-1-ium chloride

1-{2-[1-(4-Aminophenyl)pyrrolidin-3-yloxy]ethyl}-1-methylpiperidinium chloride

3-{3-[1-(5-trimethylsilanylethyl-4-Amino-3-trimethylsilanylethylphenyl)pyrrolidin-3-yloxy]propyl}-1-methyl-3H-imidazol-1-um chloride

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]trimethylammonium chloride

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]dimethyltetradecylammonium chloride

N'-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]-N,N-dimethylguanidinium chloride

N-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]guanidinium chloride

3-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]-1-methyl-3H-imidazol-1-ium chloride

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]-(2-hydroxyethyl)dimethylammonium chloride

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]dimethyl-(3-trimethylsilanylpropyl)ammonium chloride

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]-(trimethylammoniumhexyl)dimethylammonium dichloride

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]oxophosphorylcholine

{2-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yloxy]ethyl} trimethylammonium chloride

1-{2-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yloxy]ethyl}-1-methylpyrrolidinium chloride

3-{3-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yloxy]-propyl} 1-methyl-3H-imidazol-1-um chloride

1-{2-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yloxy]ethyl}-1-methylpiperidinium chloride

[1-(4-Amino-3-trimethylsilanylethylphenyl)pyrrolidin-3-yl]trimethylammonium chloride

3-[1-(4-Amino-3-trimethylsilanylethylphenyl)pyrrolidin-3-yl]-1-methyl-3H-imidazol-1-ium chloride

3-{3-[1-(4-Amino-3-trimethylsilanylethylphenyl)pyrrolidin-3-yloxy]propyl}-1-methyl-3H-imidazol-1-um chloride

[1-(5-trimethylsilanylethyl-4-Amino-3-trimethylsilanylethylphenyl)pyrrolidin-3-yl]trimethylammonium chloride

3-[1-(5-trimethylsilanylethyl-4-Amino-3-trimethylsilanylethylphenyl)pyrrolidin-3-yl]-1-methyl-3H-imidazol-1-ium chloride

1'-(4-Aminophenyl)-1-methyl-[1,3']bipyrrolidinyl-1-ium chloride

1'-(4-Amino-3-methylphenyl)-1-methyl-[1,3']bipyrrolidinyl-1-ium chloride

3- {[1-(4-Aminophenyl)pyrrolidin-3-ylcarbamoyl]methyl} -1-methyl-3H-imidazol-1-ium chloride

3- {[1-(4-Amino-3-methylphenyl)pyrrolidin-3-ylcarbamoyl]methyl} -1-methyl-3H-imidazol-1-ium chloride

3-[1-(4-Aminophenyl)pyrrolidin-3-yl]-1-(3-trimethylsilylpropyl)-3H-imidazol-1-ium chloride

3-[1-(4-Aminophenyl)pyrrolidin-3-yl]-1-(3-trimethylsilylpropyl)-3H-imidazol-1-ium chloride

[1-(4-aminophenyl)pyrrolidin-3-yl]ethyltrimethylammonium chloride

[1-(4-aminophenyl)pyrrolidin-3-yl]ethyltrimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]propyltrimethylammonium iodide,

[1-(4-aminophenyl)pyrrolidin-3-yl]propyltrimethylammonium bromide

[1-(4-aminophenyl)pyrrolidin-3-yl]propyltrimethylammonium methosulphate

[1-(4-aminophenyl)pyrrolidin-3-yl]butyltrimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]pentyltrimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]hexyltrimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]heptyltrimethylammonium iodide

[1-(4-Aminophenyl)pyrrolidin-3-yl]octyltrimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]decyltrimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]hexadecyltrimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]hydroxyethyltrimethylammonium chloride

[1-(4-aminophenyl)pyrrolidin-3-yl]hydroxyethyltrimethylammonium iodide.

23. The composition of claim 1, wherein the cationic tertiary para-phenylene is chosen from the group consisting of [1-(4-Aminophenyl)pyrrolidin-3-yl]trimethylammonium chloride;

[1-(4-Aminophenyl)pyrrolidin-3-yl]dimethyltetradecylammonium bromide;

N'-[1-(4-Aminophenyl)pyrrolidin-3-yl]-N,N-dimethylguanidinium chloride

N-[1-(4-Aminophenyl)pyrrolidin-3-yl]guanidinium chloride

3-[1-(4-Aminophenyl)pyrrolidin-3-yl]-1-methyl-3H-imidazol-1-ium chloride;

[1-(4-Aminophenyl)pyrrolidin-3-yl](2-hydroxyethyl)dimethylammonium chloride

[1-(4-Aminophenyl)pyrrolidin-3-yl]dimethyl-(3-trimethylsilylpropyl)ammonium chloride;

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]trimethylammonium chloride

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]dimethyltetradecylammonium chloride

N'-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]-N,N-dimethylguanidinium chloride

N-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]guanidinium chloride

3-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]-1-methyl-3H-imidazol-1-ium chloride

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]-(2-hydroxyethyl)dimethylammonium chloride

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]dimethyl-(3-trimethylsilylpropyl)ammonium chloride

1'-(4-Aminophenyl)-1-methyl-[1,3']bipyrrolidinyl-1-ium chloride

1'-(4-Amino-3-methylphenyl)-1-methyl-[1,3']bipyrrolidinyl-1-ium chloride

3-{[1-(4-Aminophenyl)pyrrolidin-3-ylcarbamoyl]methyl}-1-methyl-3H-imidazol-1-ium chloride

3-[[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]carbamoyl]methyl}-1-methyl-3H-imidazol-1-ium chloride

3-[1-(4-Aminophenyl)pyrrolidin-3-yl]-1-(3-trimethylsilylpropyl)-3H-imidazol-1-ium chloride

3-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]-1-(3-trimethylsilylpropyl)-3H-imidazol-1-ium chloride

[1-(4-aminophenyl)pyrrolidin-3-yl]ethyltrimethylammonium chloride

[1-(4-aminophenyl)pyrrolidin-3-yl]ethyltrimethylammonium iodide

[1-(4-Aminophenyl)pyrrolidin-3-yl]propyltrimethylammonium iodide,

[1-(4-aminophenyl)pyrrolidin-3-yl]propyltrimethylammonium bromide

[1-(4-aminophenyl)pyrrolidin-3-yl]propyltrimethylammonium methanesulphate

[1-(4-aminophenyl)pyrrolidin-3-yl]butyltrimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]pentyltrimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]hexyltrimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]heptyltrimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]octyltrimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]decyltrimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]hexadecyltrimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]hydroxyethyltrimethylammonium chloride

[1-(4-aminophenyl)pyrrolidin-3-yl]hydroxyethyltrimethylammonium iodide.

24. The composition of claim 1, wherein the cationic tertiary para-phenylene is chosen from the group consisting of [1-(4-Aminophenyl)pyrrolidin-3-yl]trimethylammonium chloride

[1-(4-Aminophenyl)pyrrolidin-3-yl]dimethyltetradecylammonium bromide

N'-[1-(4-Aminophenyl)pyrrolidin-3-yl]-N,N-dimethylguanidinium chloride

N-[1-(4-Aminophenyl)pyrrolidin-3-yl]guanidinium chloride

3-[1-(4-Aminophenyl)pyrrolidin-3-yl]-1-methyl-3H-imidazol-1-ium chloride

[1-(4-Aminophenyl)pyrrolidin-3-yl]-(2-hydroxyethyl)dimethylammonium chloride

[1-(4-Aminophenyl)pyrrolidin-3-yl]dimethyl-(3-trimethylsilanylpropyl)ammonium chloride

[1-(4-Aminophenyl)pyrrolidin-3-yl]-(trimethylammonium-hexyl)dimethylammonium dichloride

1'-(4-Aminophenyl)-1-methyl-[1,3']bipyrrolidinyl-1-ium chloride

3-[1-(4-Aminophenyl)pyrrolidin-3-yl]-1-(3-trimethylsilanylpropyl)-3H-imidazol-1-ium chloride

3-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]-1-(3-trimethylsilanylpropyl)-3H-imidazol-1-ium chloride

[1-(4-aminophenyl)pyrrolidin-3-yl]ethyl dimethylammonium chloride

[1-(4-aminophenyl)pyrrolidin-3-yl]ethyl dimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]propyl dimethylammonium iodide,

[1-(4-aminophenyl)pyrrolidin-3-yl]propyl dimethylammonium bromide

[1-(4-aminophenyl)pyrrolidin-3-yl]propyl dimethylammonium methosulphate

[1-(4-aminophenyl)pyrrolidin-3-yl]butyl dimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]pentyl dimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]hexyl dimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]heptyl dimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]octyl dimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]decyl dimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]hexadecyl dimethylammonium iodide

[1-(4-aminophenyl)pyrrolidin-3-yl]hydroxyethyl dimethylammonium chloride

[1-(4-aminophenyl)pyrrolidin-3-yl]hydroxyethyl dimethylammonium iodide.

25. The composition of claim 1, wherein the cationic tertiary para-phenylene is chosen from the group consisting of:

[1-(4-Aminophenyl)pyrrolidin-3-yl]trimethylammonium chloride

3-[1-(4-Aminophenyl)pyrrolidin-3-yl]-1-methyl-3H-imidazol-1-ium chloride

[1-(4-Aminophenyl)pyrrolidin-3-yl]-(2-hydroxyethyl)dimethylammonium chloride

1'-(4-Aminophenyl)-1-methyl-[1,3']bipyrrolidinyl-1-ium chloride.

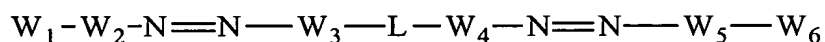
26. The composition of claim 1, wherein the cationic tertiary para-phenylene is chosen from the group consisting of:

[1-(4-Aminophenyl)pyrrolidin-3-yl]trimethylammonium chloride, and [1-(4-Aminophenyl)pyrrolidin-3-yl]-(2-hydroxyethyl)dimethylammonium chloride.

27. The composition of claim 1, wherein the cationic direct dye comprising at least one heterocyclic group is chosen from monoazo monocationic direct dyes, polyazo monocationic direct dyes, monoazo polycationic direct dyes and polyazo polycationic direct dyes.

28. The composition of claim 27, wherein the cationic direct dye comprising at least one heterocyclic group is chosen from dicationic diazo dyes, dicationic monoazo dyes and monocationic monoazo dyes.

29. The composition of claim 28, wherein the dye is a dicationic diazo dye of general formula Va



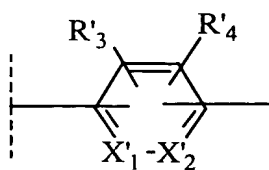
(Va)

in which

$W_1$  and  $W_6$  represent, independently of each other, a radical  $NR'_1R'_2$

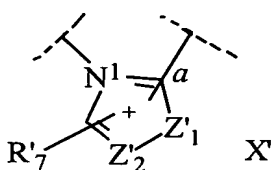
$W_2$  and  $W_5$  represent, independently of each other, a carbon-based aromatic, pyridine or pyridazinyl group of formula (II)



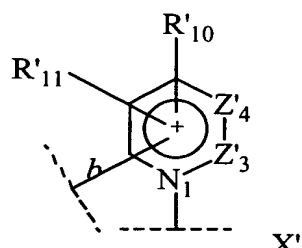


(II)

W<sub>3</sub> and W<sub>4</sub>, represent, independently of each other, a heteroaromatic radical represented by formulae (A) and (B) below:



(A)



(B)

in which

X'<sub>1</sub> represents a nitrogen atom or a radical CR'<sub>5</sub>,

X'<sub>2</sub> represents a nitrogen atom or a radical CR'<sub>6</sub>,

Z'<sub>1</sub> represents an oxygen or sulphur atom or a radical NR'<sub>8</sub>,

Z'<sub>2</sub> represents a nitrogen atom or a radical CR'<sub>9</sub>,

Z'<sub>3</sub> represents a nitrogen atom or a radical CR'<sub>12</sub>,

Z'<sub>4</sub> represents a nitrogen atom or a radical CR'<sub>13</sub>,

N<sup>1</sup> of the 5-membered ring of formula (A) is linked to the group L and the bond *a* of the same 5-membered ring is linked to the azo group of formula Va,

the bond *b* of the 6-membered ring of formula (B) is linked to the azo group of formula (Va) and N<sup>1</sup> of the 6-membered ring of formula (B) is linked to the group L,

L, R'<sub>1</sub>, R'<sub>2</sub>, R'<sub>3</sub>, R'<sub>4</sub>, R'<sub>5</sub>, R'<sub>6</sub>, R'<sub>7</sub>, R'<sub>9</sub>, R'<sub>10</sub>, R'<sub>11</sub>, R'<sub>12</sub> and R'<sub>13</sub> represent, together or independently of each other, a linear or branched C<sub>1</sub>-C<sub>16</sub> hydrocarbon-

based chain, which can form one or more 3- to 6-membered carbon-based rings, and which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO<sub>2</sub> group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms; R'<sub>1</sub>, R'<sub>2</sub>, R'<sub>3</sub>, R'<sub>4</sub>, R'<sub>5</sub>, R'<sub>6</sub>, R'<sub>7</sub>, R'<sub>9</sub>, R'<sub>10</sub>, R'<sub>11</sub>, R'<sub>12</sub> and R'<sub>13</sub> can represent hydrogen; L, R'<sub>1</sub>, R'<sub>2</sub>, R'<sub>3</sub>, R'<sub>4</sub>, R'<sub>5</sub>, R'<sub>6</sub>, R'<sub>7</sub>, R'<sub>9</sub>, R'<sub>10</sub>, R'<sub>11</sub>, R'<sub>12</sub> and R'<sub>13</sub> not comprising a peroxide bond or diazo or nitroso radicals, and L is a divalent radical,

R'<sub>8</sub> represents a linear or branched C<sub>1</sub>-C<sub>8</sub> alkyl radical, optionally substituted with one or more radicals chosen from hydroxyl, C<sub>1</sub>-C<sub>2</sub> alkoxy, C<sub>2</sub>-C<sub>4</sub> (poly)hydroxyalkoxy, amino, C<sub>1</sub>-C<sub>2</sub> (di)alkylamino, carboxyl or sulphonic radicals; an optionally substituted phenyl radical,

R'<sub>7</sub> with R'<sub>9</sub>, R'<sub>10</sub> with R'<sub>11</sub> and R'<sub>12</sub> with R'<sub>13</sub> may form a carbon-based aromatic ring, such as a phenyl,

X is an organic or mineral anion.

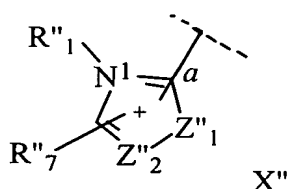
30. The composition of claim 28, wherein the dye is a dicationic diazo dye of general formula Vb



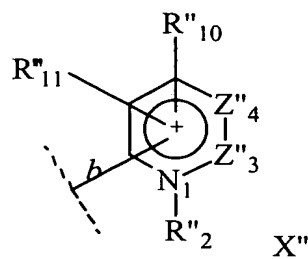
(Vb)

in which

W<sub>7</sub> and W<sub>9</sub> represent independently of each other a heteroaromatic radical represented by formulae (C) and (D) below:



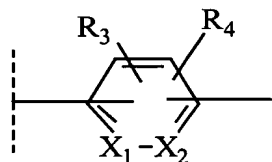
(C)



(D)

W<sub>8</sub> represents a carbon-based aromatic, pyridine or pyridazinyl group of formula

(E)



(E)

in which formulae (C), (D), (E):

X''<sub>1</sub> represents a nitrogen atom or a radical CR''<sub>5</sub>

X''<sub>2</sub> represents a nitrogen atom or a radical CR''<sub>6</sub>

Z''<sub>1</sub> represents an oxygen or sulphur atom or a radical NR''<sub>8</sub>,

Z''<sub>2</sub> represents a nitrogen atom or a radical CR''<sub>9</sub>,

Z''<sub>3</sub> represents a nitrogen atom or a radical CR''<sub>12</sub>,

Z''<sub>4</sub> represents a nitrogen atom or a radical CR''<sub>13</sub>,

the bond *a* of the 5-membered cationic ring of formula (C) is linked to the azo group of formula (Vb),

the bond *b* of the 6-membered cationic ring of formula (D) is linked to the azo group of formula (Vb)

R''<sub>3</sub>, R''<sub>4</sub>, R''<sub>5</sub>, R''<sub>6</sub>, R''<sub>7</sub>, R''<sub>9</sub>, R''<sub>10</sub>, R''<sub>11</sub>, R''<sub>12</sub> and R''<sub>13</sub>, represent, together or independently of each other, a hydrogen atom, a linear or branched, saturated or unsaturated C<sub>1</sub>-C<sub>16</sub> hydrocarbon-based chain, which can form one or more 3- to 6-membered carbon-based rings, one or more carbon atoms of the carbon-based chain of which may be replaced with an

oxygen, nitrogen or sulphur atom or with an SO<sub>2</sub> group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms; R"<sub>3</sub>, R"<sub>4</sub>, R"<sub>5</sub>, R"<sub>6</sub>, R"<sub>7</sub>, R"<sub>9</sub>, R"<sub>10</sub>, R"<sub>11</sub>, R"<sub>12</sub> and R"<sub>13</sub> not comprising a peroxide bond or diazo or nitroso radicals,

R"<sub>7</sub> with R"<sub>9</sub>, R"<sub>10</sub> with R"<sub>11</sub> and R"<sub>12</sub> with R"<sub>13</sub> can form a carbon-based aromatic ring, such as a phenyl,

X" is an organic or mineral anion.

31. The composition of claim 30, wherein the dye is selected from the group consisting of:

1,3-dimethyl-2-[4-(1,3-dimethyl(imidazol-1-ium)-2-ylazo)phenylazo]imidazol-1-ium.

1,4-dimethyl-3-[4-(1,4-dimethyl(triazol-2-ium)-3-ylazo)phenylazo]triazol-2-ium.

1-methyl-2-[4-(1-methyl(pyridin-1-ium)-2-ylazo)phenylazo]pyridin-1-ium.

1-methyl-3-[4-(1-methyl(pyridin-1-ium)-3-ylazo)phenylazo]pyridin-1-ium.

1,3-dimethyl-2-[4-(3-methyl(thiazol-3-ium)-2-ylazo)phenylazo]imidazol-1-ium.

1,4-dimethyl-3-[4-(3-methyl(thiazol-3-ium)-2-ylazo)phenylazo]triazol-2-ium.

1,3-dimethyl-2-[4-(1,4-dimethyl(triazol-2-ium)-3-ylazo)phenylazo]imidazol-1-ium.

1-methyl-2-[4-(3-methyl(thiazol-3-ium)-2-ylazo)phenylazo]pyridin-1-ium.

1-methyl-3-[4-(3-methyl(thiazol-3-ium)-2-ylazo)phenylazo]pyridin-1-ium.

1,3-dimethyl-2-[4-(1-methyl(pyridin-1-ium)-2-ylazo)phenylazo]imidazol-1-ium.

1,4-dimethyl-3-[4-(1-methyl(pyridin-1-ium)-2-ylazo)-phenylazo]-triazol-2-ium.

1,3-dimethyl-2-[4-(1-(2-hydroxyethyl)(pyridin-1-ium)-2-ylazo)phenylazo]imidazol-1-ium.

1,4-dimethyl-3-[4-(1-(2-hydroxyethyl)(pyridin-1-ium)-2-ylazo)phenylazo]triazol-2-ium.

1,3-dimethyl-2-[4-(1-methyl(pyridin-1-ium)-3-ylazo)phenylazo]imidazol-1-ium.

1,4-dimethyl-3-[4-(1-methyl(pyridin-1-ium)-3-ylazo)phenylazo]triazol-2-ium.

1,3-dimethyl-2-[4-(1-(2-hydroxyethyl)(pyridin-1-ium)-3-ylazo)phenylazo]imidazol-1-ium.

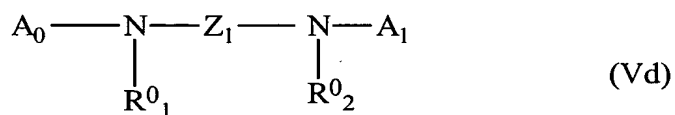
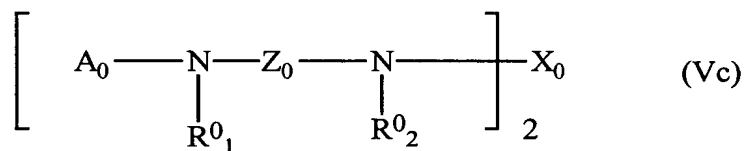
1,4-dimethyl-3-[4-(1-(2-hydroxyethyl)(pyridin-1-ium)-3-ylazo)phenylazo]triazol-2-ium.

1,3-dimethyl-2-[4-(1,3-dimethyl(imidazol-1-ium)-2-ylazo)-3-methoxyphenylazo]imidazol-1-ium.

1,3-dimethyl-2-[4-(1,4-dimethyl(triazol-2-ium)-3-ylazo)-3-methoxyphenylazo]imidazol-1-ium.

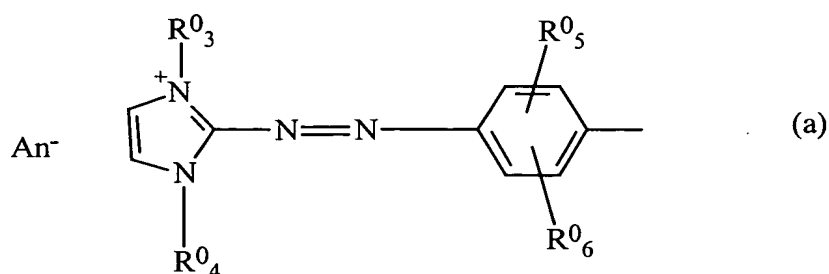
1,3-dimethyl-2-[4-(1-methyl(pyridin-1-ium)-2-ylazo)-3-methoxyphenylazo]imidazol-1-ium.

32. Composition according to Claim 29, in which the dye is a dicationic dye of formula (Vc) or (Vd)



in which formula (Vc) or (Vd):

$A_0$  and  $A_1$ , independently of each other, denote a radical of formula (a) below



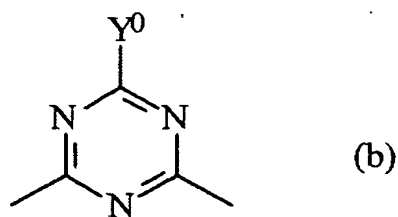
$Z_0$  denotes an aliphatic or aromatic radical,

$Z_1$  denotes an alkyl radical,

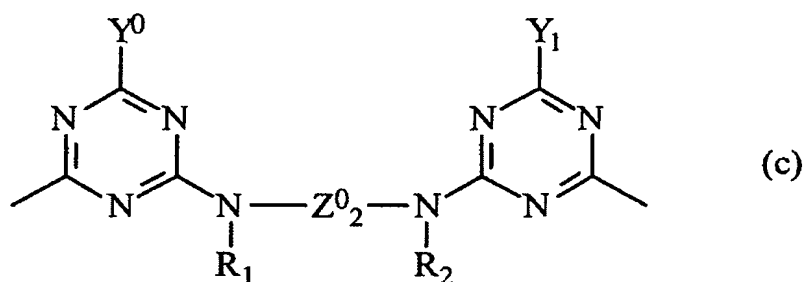
$R^0_1$  and  $R^0_2$ , independently of each other, denote a hydrogen atom, or a (C<sub>1</sub>-C<sub>4</sub>)alkyl radical or a (C<sub>1</sub>-C<sub>4</sub>)alkyl radical substituted with one or more halogen atoms, a hydroxyl, carboxyl or cyano radical, a (C<sub>1</sub>-C<sub>4</sub>)alkoxy radical, a (C<sub>1</sub>-C<sub>4</sub>)alkoxy radical substituted with one or more hydroxyl or (C<sub>1</sub>-C<sub>4</sub>)alkoxy radicals, an amino, alkylamino, dialkylamino, aminocarbonyl, phenyl, phenoxy or phenylaminocarbonyl radical, in which the phenyl radical is unsubstituted or substituted with a (C<sub>1</sub>-C<sub>4</sub>)alkyl, (C<sub>1</sub>-C<sub>4</sub>)alkoxy or phenoxy radical,

or alternatively  $R^0_1$  and  $R^0_2$  form, together with the two nitrogen atoms which bear them and the radical  $Z_0$ , a piperazine ring,

$X_0$  is a bridging radical chosen from: -CO-; -CO-CH<sub>2</sub>-CH<sub>2</sub>-CO-; -CO-CO-; 1,4-dicarbonylphenyl; -CH<sub>2</sub>-CH<sub>2</sub>-; or a triazine of formula (b) or (c) below:



or



in which:

$Y^0$  and  $Y_1$ , independently of each other, denote a halogen atom, or a hydroxyl, amino, monoalkylamino, dialkylamino, 1-piperidino, morpholino or 1-piperazino radical, the piperazino radical being unsubstituted or substituted on the nitrogen atom not attached to the triazine ring with a (C<sub>1</sub>-C<sub>4</sub>)alkyl radical, the said alkyl radicals being unsubstituted or substituted with hydroxyl, amino, mono-(C<sub>1</sub>-C<sub>4</sub>)alkylamino or di-(C<sub>1</sub>-C<sub>4</sub>)alkylamino,

$Z^0_2$  denotes a (C<sub>2</sub>-C<sub>8</sub>)alkylene radical or forms, with the two adjacent nitrogen atoms and the radicals  $R_1$  and  $R_2$ , a piperazine ring,

in the radical of formula (a),

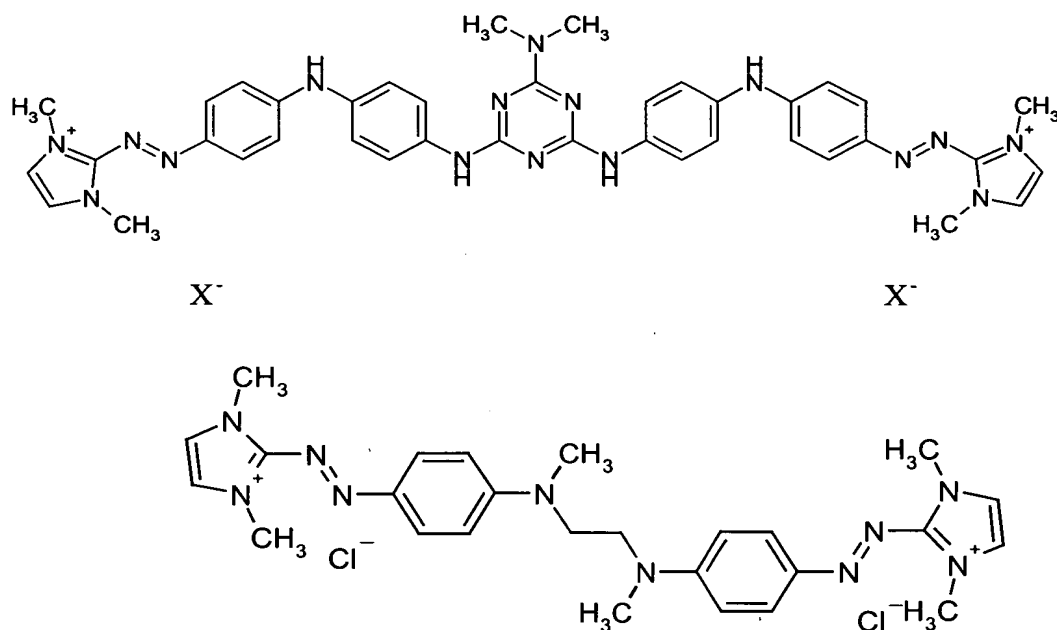
$R^0_3$  and  $R^0_4$ , independently of each other, denote a hydrogen atom, or a (C<sub>1</sub>-C<sub>4</sub>)alkyl radical, a (C<sub>1</sub>-C<sub>4</sub>)alkyl radical substituted with one or more halogen atoms, a hydroxyl, carboxyl or cyano radical, a (C<sub>1</sub>-C<sub>4</sub>)alkoxy radical, a (C<sub>1</sub>-C<sub>4</sub>)alkoxy radical substituted with a hydroxyl or (C<sub>1</sub>-C<sub>4</sub>)alkoxy radical, an amino, alkylamino, dialkylamino, aminocarbonyl, phenyl, phenoxy or phenylaminocarbonyl radical, in which the phenyl

radical is unsubstituted or substituted with a (C<sub>1</sub>-C<sub>4</sub>)alkyl, (C<sub>1</sub>-C<sub>4</sub>)alkoxy or phenoxy radical,

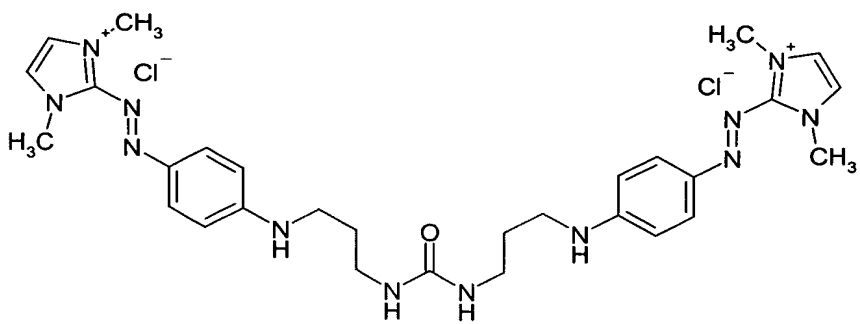
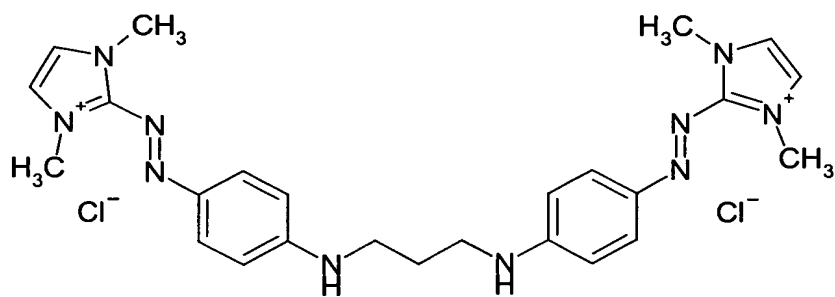
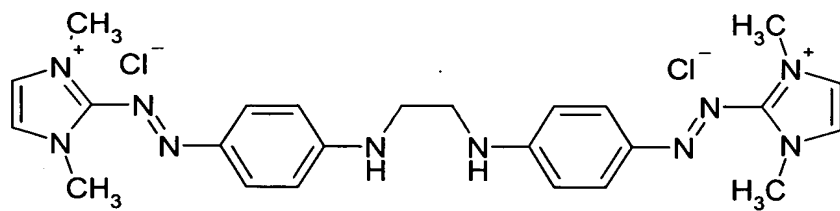
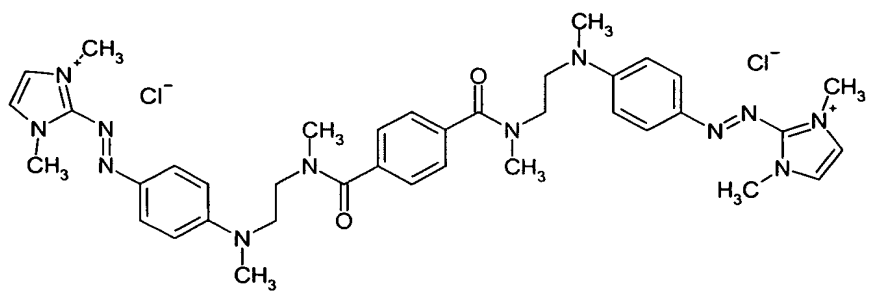
R<sup>0</sup><sub>5</sub> and R<sup>0</sup><sub>6</sub>, independently of each other, denote a hydrogen atom, a (C<sub>1</sub>-C<sub>4</sub>)alkyl or (C<sub>1</sub>-C<sub>4</sub>)alkoxy radical optionally substituted with a hydroxyl, carboxyl, halogen or cyano radical, (C<sub>1</sub>-C<sub>4</sub>)alkoxy optionally substituted with a hydroxyl or (C<sub>1</sub>-C<sub>4</sub>)alkoxy radical, an amino, alkylamino, dialkylamino, aminocarbonyl, phenyl, phenoxy or phenylaminocarbonyl radical, in which the phenyl radical is unsubstituted or substituted with a (C<sub>1</sub>-C<sub>4</sub>)alkyl, (C<sub>1</sub>-C<sub>4</sub>)alkoxy or phenoxy radical,

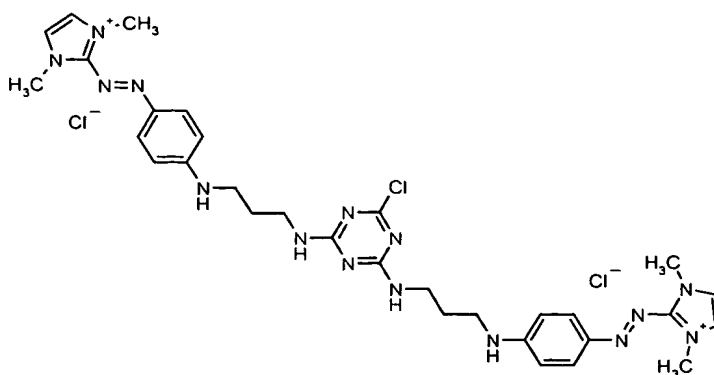
An<sup>-</sup> denotes an anion.

33. The composition of claim 32, wherein the dye of formula (Vc) is chosen from the compounds having the following formulae:

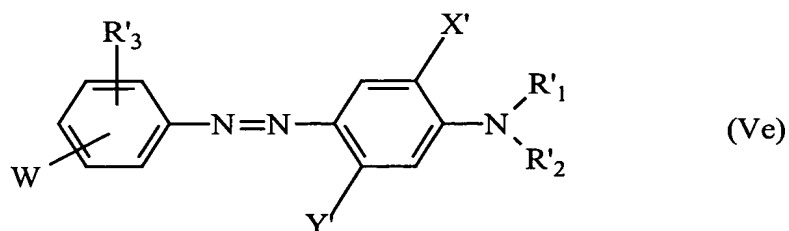








34. The composition of claim 29, wherein the dye is a dicationic dye of formula (Ve)



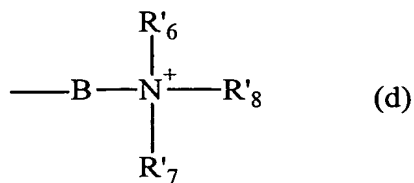
in which formula (Ve),

the number of cationic charges is two,

X' and Y', independently of each other, denote hydrogen, halogen, (C<sub>1</sub>-C<sub>4</sub>)alkyl, (C<sub>1</sub>-C<sub>4</sub>)alkoxy, (C<sub>1</sub>-C<sub>4</sub>)alkylcarbonylamino, arylcarbonylamino, ureido or arylureido,

R'<sub>1</sub> denotes hydrogen, a substituted alkyl or aryl radical, an unsubstituted alkyl or aryl radical, or has the same meaning as R'<sub>2</sub>

R'<sub>2</sub> is a radical of formula (d) below:



in which:

B denotes a linear or branched alkylene radical,

R'<sub>6</sub> denotes hydrogen or substituted or unsubstituted alkyl,

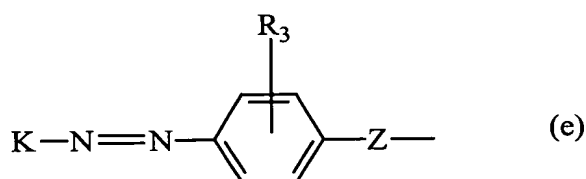
R'<sub>7</sub> and R'<sub>8</sub>, independently of each other, denote substituted or unsubstituted alkyl,

R'<sub>6</sub> and R'<sub>7</sub>, together with the nitrogen, form a substituted or unsubstituted 5-, 6- or 7-membered ring, which may contain other heteroatoms, or alternatively

R'<sub>6</sub> and R'<sub>7</sub> and R'<sub>8</sub> together form a pyridinium ring,

R'<sub>3</sub> denotes hydrogen, halogen, (C<sub>1</sub>-C<sub>4</sub>)alkyl or (C<sub>1</sub>-C<sub>4</sub>)alkoxy,

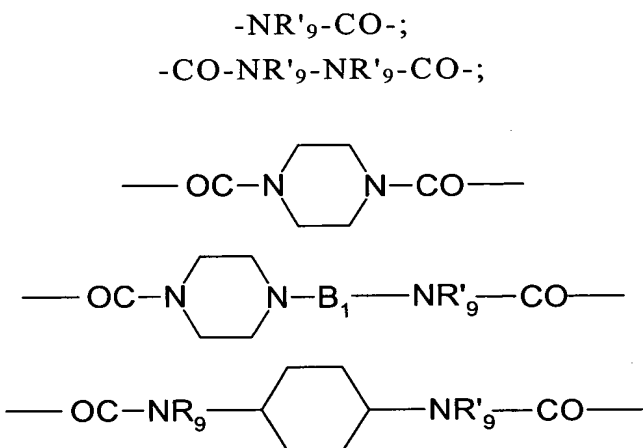
W is a radical of formula (e) below:

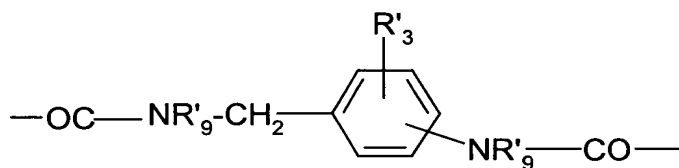
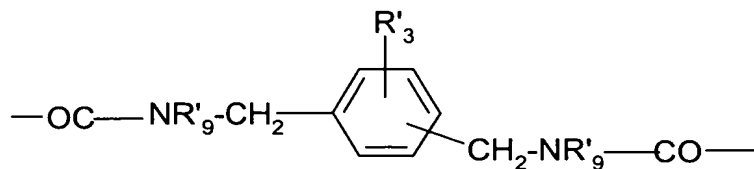
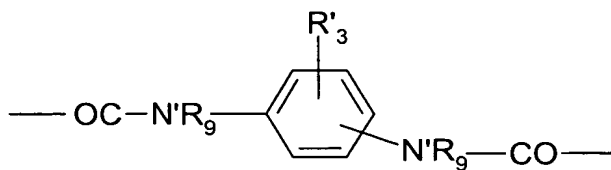


in which:

K is a coupling radical,

Z denotes a bridging radical chosen from the radicals of formulae:





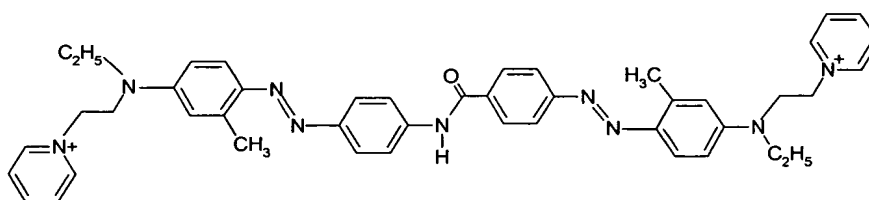
or alternatively



and in which R'<sub>9</sub> denotes hydrogen, substituted or unsubstituted (C<sub>2</sub>-C<sub>4</sub>)alkylene, the alkylene radical being linear or branched and possibly being interrupted with one or more groups chosen from:

-NR'<sub>9</sub>-, -O-, -S-.

35. The composition of claim 34, wherein the dye of formula (Vc) is the following dye:



2X<sup>-</sup>.

36. The composition of claim 28, wherein the dye is a dicationic monoazo dye of formula (Vf) or (Vg)

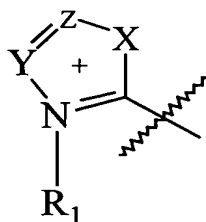




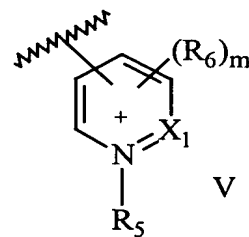
in which formulae

n is equal to 0 or 1,

$Z_1$  represents a 5- or 6-membered cationic heteroaromatic radical of formula (III) or (IV):



V (III)



V (IV)

in which

X represents  $NR_3$ , S or O, Z represents  $CR_2$  or N and Y represents  $CR_4$  or N with the following conditions:

when X is  $NR_3$  or O and Z is  $CR_2$ , then Y is  $CR_4$  or N,

when X is S, then Z is N or Y is N

when X is S and Z is N, then Y is  $CR_4$

$X_1$  represents  $CR_6$  or N,

m is an integer equal to 0,1,2 or 3,

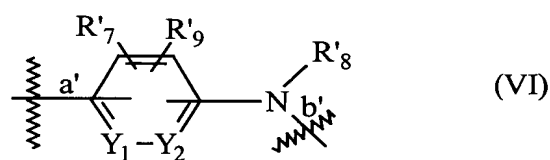
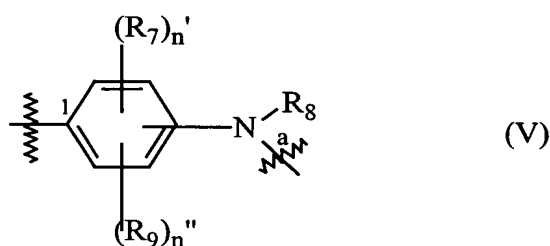
$R_1$ ,  $R_3$  and  $R_5$  represent, independently of each other, a saturated or unsaturated, linear or branched  $C_1$ - $C_{10}$  hydrocarbon-based chain which can form an optionally aromatic, 5- to 7-membered carbon-based ring; one or more carbon atoms possibly being replaced with an oxygen, nitrogen, halogen or sulphur atom or with an  $SO_2$  group, with the exception of the carbon linked to the nitrogen atom of the ring of formula (III)

or (IV); the radicals  $R_1$ ,  $R_3$  or  $R_5$  not comprising a peroxide bond or diazo, nitro or nitroso radicals;

$R_2$ ,  $R_4$  and  $R_6$  represent, independently of each other, a hydrogen atom; a saturated or unsaturated, linear or branched  $C_1$ - $C_{10}$  hydrocarbon-based chain which can form an optionally aromatic, 5- to 7-membered carbon-based ring; one or more carbon atoms possibly being replaced with one or more oxygen, nitrogen or sulphur atoms, or with an  $SO_2$  group; the radicals  $R_2$ ,  $R_4$  or  $R_6$  not comprising a peroxide bond or diazo, nitro or nitroso radicals; the radicals  $R_2$  and  $R_4$  can together form a carbon-based aromatic ring,

$V$  represents an organic or mineral anion,

$A_1$  and  $A_3$  represent, independently of each other, a divalent radical of formula (V) or (VI)



in which

$n'$  is an integer equal to 0, 1, 2 or 3,

$n''$  is an integer equal to 0 or 1,

$Y_1$ - $Y_2$  represents C-N or N-N,

when  $n = 0$ , then the bond  $a$  of the group  $A_1$  of formula (V) is linked to the function  $Z_2$  of formula (Vf), or

when  $n = 0$ , then the bond  $b'$  of the group  $A_1$  of formula (VI) is linked to the function  $Z_2$  of formula (Vf),

when  $n = 1$ , then the bond  $a$  of the group  $A_1$  of formula (V) is linked to  $C_1$  of the group  $A_3$  of formula (V), the bond  $a$  of the group  $A_3$  of formula (V) being linked to the function  $Z_2$  of formula (Vf), or

when  $n = 1$ , then the bond  $a$  of the group  $A_1$  of formula (V) is linked to the carbon bearing the bond  $a'$  of the group  $A_3$  of formula (VI), the bond  $b'$  being linked to the function  $Z_2$  of formula (Vf),

when  $n = 1$ , then the bond  $b'$  of the group  $A_1$  of formula (VI) is linked to the carbon  $C_1$  of the group  $A_3$  of formula (V), the bond  $a$  being linked to the function  $Z_2$  of formula (Vf), or

when  $n = 1$ , then the bond  $b'$  of the group  $A_1$  of formula (VI) is linked to the carbon bearing the bond  $a'$  of the group  $A_3$  of formula (VI), the bond  $b'$  of the group  $A_3$  of formula (VI) being linked to the function  $Z_2$  of formula (Vf),

$R_8$  and  $R'_8$  represent, independently of each other, a non-cationic group chosen from a hydrogen atom, a linear or branched  $C_1$ - $C_{10}$  hydrocarbon-based chain which can form an optionally aromatic 5- to 7-membered carbon-based ring; one or more carbon atoms of the hydrocarbon-based chain possibly being replaced with one or more oxygen, nitrogen or sulphur atoms or with an  $SO_2$  group, with the exception of the carbon linked to the nitrogen atom; the radicals  $R_8$  or  $R'_8$  not comprising a peroxide bond or diazo, nitro or nitroso radicals;

$R_7$ ,  $R_9$ ,  $R'_7$  and  $R'_9$  represent, independently of each other, a non-cationic group as defined for  $R_2$  or a cationic group  $Z_3$ , with the condition that only one of the groups  $R_7$ ,  $R_9$ ,  $R'_7$  and  $R'_9$  is cationic

$R_7$  with  $R_8$ , or  $R'_7$  with  $R'_8$ , can together form a saturated 5- or 6-membered heterocycle,

$Z_3$  is a cationic group represented by formula (VII) below



in which:

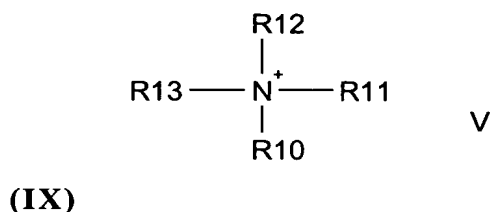
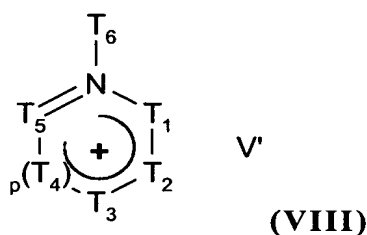
B represents a linear or branched hydrocarbon-based chain

containing from 1 to 15 carbon atoms, which can form one or more optionally aromatic 3- to 7-membered rings, and one or more carbon atoms of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO<sub>2</sub> radical, with the exception of the carbon linked to the nitrogen atom; B not comprising a peroxide bond or diazo, nitro or nitroso radicals,

the radical B is linked to D via any of the atoms of the radical D,

n''' can take the value 0 or 1,

D is chosen from the cationic groups of formulae (VIII) and (IX) below:



in which:

p can take the value 0 or 1;

T<sub>1</sub>, T<sub>2</sub>, T<sub>3</sub> and T<sub>4</sub>, independently of each other, represent an oxygen atom; a sulphur atom; a nitrogen atom which is unsubstituted or substituted with a radical R<sub>14</sub>; or a carbon atom which is unsubstituted or substituted with one or two radicals R<sub>14</sub>, which may be identical or different;

T<sub>5</sub> represents a nitrogen atom; or a carbon atom which is unsubstituted or substituted with a radical R<sub>14</sub>;

T<sub>6</sub> can take the same meanings as those given below for the radical R<sub>14</sub>, it being understood that T<sub>6</sub> is other than a hydrogen atom;



T<sub>1</sub> or T<sub>5</sub> can also form with T<sub>6</sub> a saturated or unsaturated 5- to 7-membered ring, each ring member being unsubstituted or substituted with one or two radicals R<sub>14</sub>, which may be identical or different;

two of the adjacent radicals T<sub>1</sub>, T<sub>2</sub>, T<sub>3</sub>, T<sub>4</sub> and T<sub>5</sub> can also form a 5- to 7-membered ring, each ring member being independently represented by a carbon atom which is unsubstituted or substituted with one or two radicals R<sub>14</sub>, which may be identical or different, a nitrogen atom which is unsubstituted or substituted with a radical R<sub>14</sub>, an oxygen atom or a sulphur atom;

R<sub>10</sub>, R<sub>11</sub>, R<sub>12</sub>, R<sub>13</sub> and R<sub>14</sub>, which may be identical or different, represent a hydrogen atom; a linear or branched, optionally aromatic hydrocarbon-based chain containing from 1 to 10 carbon atoms, and one or more carbon atoms of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO<sub>2</sub> group, and one or more carbon atoms of which may, independently of each other, be substituted with one or more halogen atoms; the said radical not comprising a peroxide bond or diazo, nitro or nitroso radicals;

R<sub>10</sub>, R<sub>11</sub> and R<sub>12</sub> can also form, in pairs, with the quaternary nitrogen atom to which they are attached, one or more saturated 5- to 7-membered rings, each ring member being independently represented by a carbon atom which is unsubstituted or substituted with one or two radicals R<sub>14</sub>, which may be identical or different, a nitrogen atom, which is unsubstituted or substituted with a radical R<sub>14</sub>, an oxygen atom or a sulphur atom,

when n''' = 0, then the group of formula (IX) may be linked to the compound of formulae (V) and (VI) directly via the nitrogen atom of the quaternary ammonium, R<sub>13</sub> in this case representing a single bond,

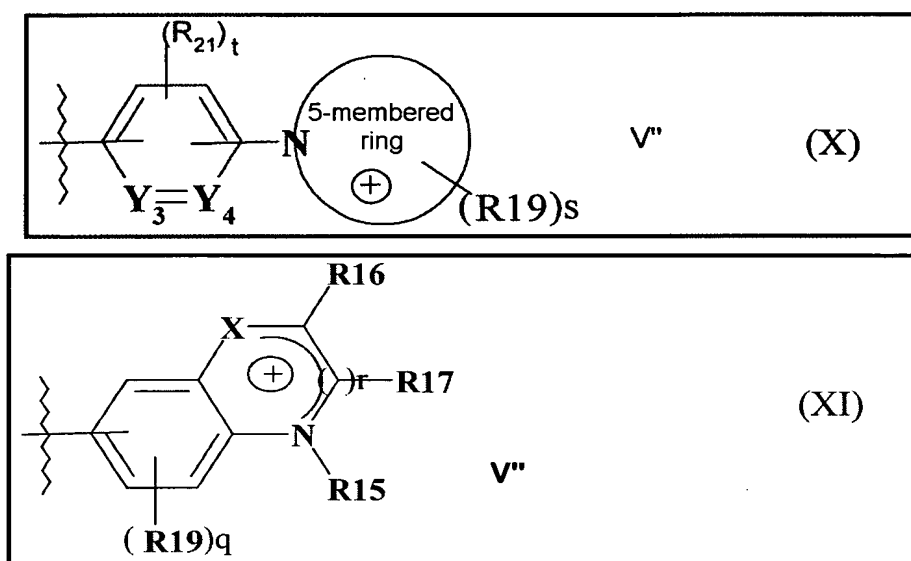
V' represents an organic or mineral anion,

Z<sub>2</sub> represents a linear or branched C<sub>1</sub>-C<sub>10</sub> hydrocarbon-based chain which can form an optionally aromatic 5- to 7-membered carbon-based ring; one or more carbon atoms possibly being replaced with one or more oxygen, nitrogen or sulphur atoms or with an SO<sub>2</sub> group, the said radical Z<sub>2</sub> not comprising a

peroxide bond or diazo, nitro or nitroso radicals; a cationic group  $Z_3$  as defined above,

with the proviso that  $Z_2$  is not cationic when  $R_7$ ,  $R_9$ ,  $R_7'$  or  $R_9'$  is cationic,

$A_2$  represents a radical of formula (X) corresponding to a carbon-based aromatic, pyridine or pyridazine radical substituted with a 5-membered cationic heteroaromatic radical, optionally substituted with one or more radicals  $R_{19}$  of the same definition as  $R_2$ ; a radical of formula (XI):



in which

$r$  is an integer equal to 0 or 1,

$q$  is an integer equal to 0, 1, 2 or 3,

$s$  is an integer equal to 0, 1, 2, 3, 4 or 5,

$t$  is an integer equal to 0, 1 or 2.

$Y_3=Y_4$  represents  $C=C$ ,  $C=N$  or  $N=N$ ,

if  $r = 0$ , then  $X$  represents  $O$ ,  $S$ ,  $NR_{18}$  or  $CR_{20}$ ,

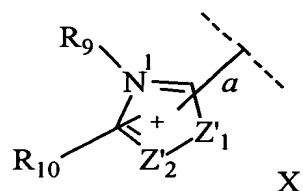
if  $r = 1$ , then  $X$  represents  $CR_{20}$ ,

$R_{15}$  and  $R_{18}$  have the same definition as  $R_1$  defined above,

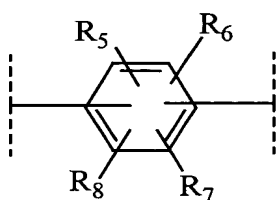
with the condition that in formula (Vf) one of the groups  $A_1$ ,  $Z_2$  and  $A_3$  is a cationic group.

$$W_1 - N = N - W_2 - W_3$$

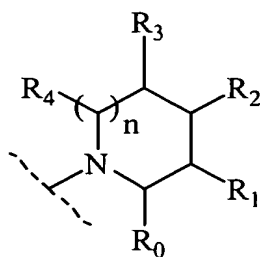
W<sub>1</sub> represents a 5-membered cationic aromatic heterocycle of formula (II) below



W<sub>2</sub> represents a divalent carbon-based aromatic or pyridine group of formula (III) or (IV) below



- W<sub>3</sub> represents a 5- or 6-membered heterocycle of formula (V) below



formula (V)

in which formulae

$Z_1$  represents an oxygen or sulphur atom or a radical  $NR_{12}$ ,

$Z_2$  represents a nitrogen atom or a radical  $CR_{11}$ ,

$R_9$  and  $R_{12}$  represent, independently of each other, a  $C_1$ - $C_8$  alkyl radical, optionally substituted with one or more radicals chosen from a hydroxyl, a  $C_1$ - $C_2$  alkoxy, a  $C_2$ - $C_4$  (poly)hydroxyalkoxy radical, an amino, a  $C_1$ - $C_2$  (di)alkylamino, a carboxyl or a sulphonic radical; an optionally substituted phenyl radical,

$R_{10}$  and  $R_{11}$  represent, independently of each other, a hydrogen atom; a  $C_1$ - $C_4$  alkyl radical, optionally substituted with one or more radicals chosen from a hydroxyl, a  $C_1$ - $C_2$  alkoxy, a  $C_2$ - $C_4$  (poly)hydroxyalkoxy, an amino, a  $C_1$ - $C_2$  (di)alkylamino, a carboxyl or a sulphonic radical; an optionally substituted phenyl radical; a carboxyl radical; a sulphonylamino radical;

$R_5$ ,  $R_6$ ,  $R_7$  and  $R_8$  represent, independently of each other, a hydrogen atom; a chlorine atom; a bromine atom; a linear or branched  $C_1$ - $C_6$  hydrocarbon-based chain, which can form one or more 3- to 6-membered carbon-based rings, and which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an  $SO_2$  group, and the carbon atoms of which may, independently of each other, be substituted with one or more halogen atoms;  $R_5$ ,  $R_6$ ,  $R_7$  and  $R_8$  not comprising a peroxide bond or diazo or nitroso radicals,

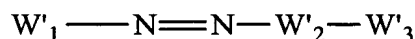
$n$  is an integer equal to 0 or 1,

$R_0$ ,  $R_1$ ,  $R_2$ ,  $R_3$  and  $R_4$  represent, independently of each other, a hydrogen atom, a hydroxyl radical; amino; acetoxy; a group  $-NR_{13}R_{14}$ ,  $R_{13}$  and  $R_{14}$  representing, independently of each other, a hydrogen atom, a  $C_1$ - $C_4$  alkyl radical substituted with one or more radicals chosen from a halogen atom, a hydroxyl,  $C_1$ - $C_2$  alkoxy, amino or  $C_1$ - $C_2$  amino(di)alkyl radical; a sulphonylamino radical; a carboxyl radical; a carboxamido radical; an amido radical; a mono- or dialkylamido radical; a halogen; a  $C_1$ - $C_6$  alkyl radical substituted with one or more radicals chosen from a hydroxyl,  $C_1$ - $C_2$  alkoxy,  $C_2$ - $C_4$  (poly)hydroxyalkoxy, amino or  $C_1$ - $C_2$  (di)alkylamino radical,

it being understood that at least one of the groups  $R_0$ ,  $R_1$ ,  $R_2$ ,  $R_3$  and  $R_4$  is other than hydrogen,

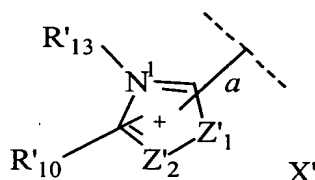
$X$  is an organic or mineral anion.

38. The composition of claim 28, wherein the dye is a monocationic monoazo dye of formula (Vi)



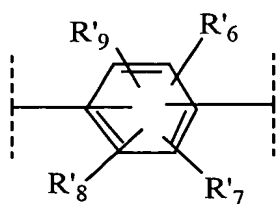
in which

$W'_1$  represents a 5-membered cationic aromatic heterocycle of formula (II') below

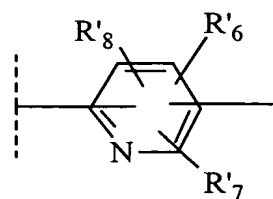


formula (II')

$W'_2$  represents a divalent carbon-based aromatic or pyridine group of formula (III') or (IV') below

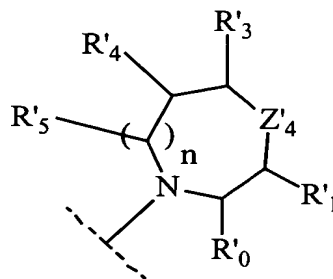


(III')



(IV')

W<sub>3</sub> represents a 7- or 8-membered heterocycle of formula (V') below :



formula (V')

in which formulae

Z<sub>1</sub> represents an oxygen or sulphur atom or a radical NR'<sub>12</sub>,

Z<sub>2</sub> represents a nitrogen atom or a radical CR'<sub>11</sub>,

R'<sub>12</sub> and R'<sub>13</sub> represent, independently of each other, a C<sub>1</sub>-C<sub>8</sub> alkyl radical, optionally substituted with one or more radicals chosen from a hydroxyl, a C<sub>1</sub>-C<sub>2</sub> alkoxy, a C<sub>2</sub>-C<sub>4</sub> (poly)hydroxyalkoxy, an amino, a C<sub>1</sub>-C<sub>2</sub> (di)alkylamino, a carboxyl or a sulphonic radical; an optionally substituted phenyl radical,

R'<sub>10</sub> and R'<sub>11</sub> represent, independently of each other, a hydrogen atom; a C<sub>1</sub>-C<sub>4</sub> alkyl radical, optionally substituted with one or more radicals chosen from a hydroxyl, a C<sub>1</sub>-C<sub>2</sub> alkoxy, a C<sub>2</sub>-C<sub>4</sub> (poly)hydroxyalkoxy, an amino, a C<sub>1</sub>-C<sub>2</sub> (di)alkylamino, a carboxyl or a sulphonic radical; an optionally substituted phenyl radical; a carboxyl radical; a sulphonylamino radical;

R'<sub>6</sub>, R'<sub>7</sub>, R'<sub>8</sub> and R'<sub>9</sub> represent, independently of each other, a hydrogen atom; a chlorine atom; a bromine atom; a linear or branched C<sub>1</sub>-C<sub>6</sub> hydrocarbon-based chain, which can form one or more 3- to 6-membered carbon-based rings, and which may be saturated or unsaturated, one or more carbon

atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO<sub>2</sub> group, and the carbon atoms of which may, independently of each other, be substituted with one or more halogen atoms; R'<sub>6</sub>, R'<sub>7</sub>, R'<sub>8</sub> and R'<sub>9</sub> not comprising a peroxide bond or diazo or nitroso radicals,

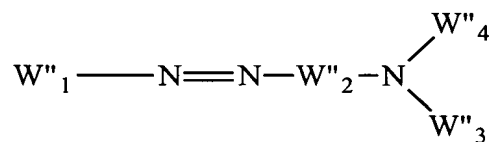
n is an integer equal to 1 or 2,

Z'<sub>4</sub> represents an oxygen or sulphur atom, a radical NR'<sub>2</sub> or a radical CR'<sub>2</sub>R''<sub>2</sub>,

R'<sub>0</sub>, R'<sub>1</sub>, R'<sub>2</sub>, R''<sub>2</sub>, R'<sub>3</sub>, R'<sub>4</sub> and R'<sub>5</sub> represent, independently of each other, a hydrogen atom; an alkyl radical; an alkoxy radical; a hydroxyl radical; amino; acetoxy; a group –NR<sub>14</sub>R<sub>15</sub>, R<sub>14</sub> and R<sub>15</sub> representing, independently of each other, a hydrogen atom, a C<sub>1</sub>-C<sub>4</sub> alkyl radical substituted with one or more radicals chosen from a halogen atom, a hydroxyl, C<sub>1</sub>-C<sub>2</sub> alkoxy, amino or C<sub>1</sub>-C<sub>2</sub> amino(di)alkyl radical; a sulphonylamino radical; a carboxyl radical; a carboxamido radical; an amido radical; a mono- or dialkylamido radical; a halogen; a C<sub>1</sub>-C<sub>6</sub> alkyl radical substituted with one or more radicals chosen from a hydroxyl, C<sub>1</sub>-C<sub>2</sub> alkoxy, C<sub>2</sub>-C<sub>4</sub> (poly)hydroxyalkoxy, amino, or C<sub>1</sub>-C<sub>2</sub> (di)alkylamino radical,

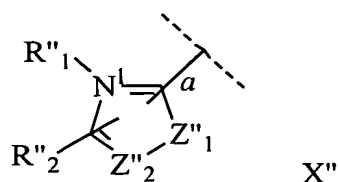
X' is an organic or mineral anion.

39. The composition of claim 28, wherein the dye is a monocationic monoazo dye of formula (Vj)



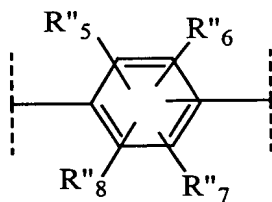
in which

W''<sub>1</sub> represents a 5-membered cationic aromatic heterocycle of formula (II'') below:

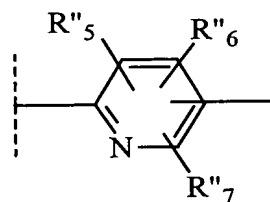


formula (II'')

W''<sub>2</sub> represents a divalent carbon-based aromatic or pyridine group of formula (III'') or (IV'') below



formula (III'')



formula (IV'')

in which formulae

Z''<sub>1</sub> represents an oxygen or sulphur atom or a radical NR''<sub>4</sub>,

Z''<sub>2</sub> represents a nitrogen atom or a radical CR''<sub>3</sub>,

R''<sub>1</sub> and R''<sub>4</sub> represent, independently of each other, a C<sub>1</sub>-C<sub>8</sub> alkyl radical, optionally substituted with one or more radicals chosen from a hydroxyl, a C<sub>1</sub>-C<sub>2</sub> alkoxy, a C<sub>2</sub>-C<sub>4</sub> (poly)hydroxyalkoxy radical, an amino, a C<sub>1</sub>-C<sub>2</sub> (di)alkylamino, a carboxyl or a sulphonic radical; an optionally substituted phenyl radical,

R''<sub>2</sub> and R''<sub>3</sub> represent, independently of each other, a hydrogen atom; a C<sub>1</sub>-C<sub>4</sub> alkyl radical, optionally substituted with one or more radicals chosen from a hydroxyl, a C<sub>1</sub>-C<sub>2</sub> alkoxy, a C<sub>2</sub>-C<sub>4</sub> (poly)hydroxyalkoxy, an amino, a C<sub>1</sub>-C<sub>2</sub> (di)alkylamino, a carboxyl or a sulphonic radical; an optionally substituted phenyl radical; a carboxyl radical; a sulphonylamino radical;

R''<sub>5</sub>, R''<sub>6</sub>, R''<sub>7</sub>, R''<sub>8</sub> and W''<sub>4</sub> represent, independently of each other, a hydrogen atom; a chlorine atom; a bromine atom; a linear or branched C<sub>1</sub>-C<sub>6</sub> hydrocarbon-based chain, which can form one or more 3- to 6-membered

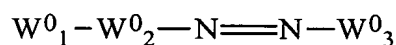


carbon-based rings, and which may be saturated or unsaturated, one or more carbon atoms of the hydrocarbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO<sub>2</sub> group, and the carbon atoms of which may, independently of each other, be substituted with one or more halogen atoms; R"<sub>5</sub>, R"<sub>6</sub>, R"<sub>7</sub>, R"<sub>8</sub> and W"<sub>4</sub> not comprising a peroxide bond or diazo or nitroso radicals, and W"<sub>4</sub> being a non-aromatic substituent,

W"<sub>3</sub> represents a thienyl, pyrazolyl, pyrrolyl, imidazolyl, furyl, triazolyl, thiadiazolyl, isoxazolyl, isothiazolyl, thiazolyl, oxazolyl, pyridyl, pyrimidinyl, triazinyl, pyridazinyl or pyrazinyl radical, each of these heteroaromatic rings possibly being substituted with at least one C<sub>1</sub>-C<sub>6</sub> alkyl radical, optionally substituted with one or more hydroxyl, C<sub>1</sub>-C<sub>4</sub> alkoxy, (poly)hydroxyalkoxy, amino, C<sub>1</sub>-C<sub>4</sub> (di)alkylamino, C<sub>2</sub>-C<sub>4</sub> (poly)hydroxyalkylamino, carboxyl, sulphonyl, alkoxycarbonyl or C<sub>1</sub>-C<sub>4</sub> thioether radicals; a phenyl radical optionally substituted with one or more radicals chosen from C<sub>1</sub>-C<sub>2</sub> alkoxy, amino, C<sub>1</sub>-C<sub>2</sub> (di)alkylamino, carboxyl, sulphonyl, C<sub>1</sub>-C<sub>4</sub> alkyl, halogen or C<sub>1</sub>-C<sub>2</sub> thioether radicals, a halogen such as a chlorine, fluorine or bromine atom; an amino radical; a C<sub>1</sub>-C<sub>4</sub> alkylamino radical, a C<sub>2</sub>-C<sub>4</sub> (poly)hydroxyalkylamino radical, a C<sub>1</sub>-C<sub>4</sub> (di)alkylamino radical; a C<sub>1</sub>-C<sub>2</sub> alkoxy radical; a carboxyl radical; a sulphonylamino radical,

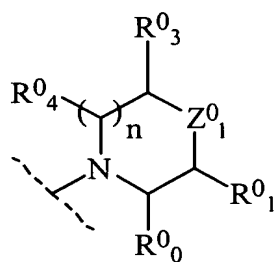
X" is an organic or mineral anion.

40. The composition of claim 28, wherein the dye is a monocationic monoazo dye of formula (Vk)



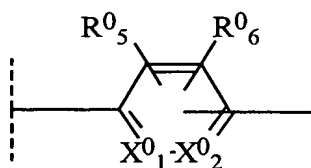
in which

W<sup>0</sup><sub>1</sub> represents a 5-, 6-, 7- or 8-membered heterocycle of formula (II<sup>0</sup>) below



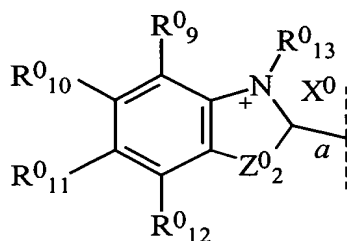
formula (II<sup>0</sup>)

W<sup>0</sup><sub>2</sub> represents a divalent carbon-based aromatic, pyridine or pyridazine group of formula (III<sup>0</sup>) below



formula (III<sup>0</sup>)

W<sup>0</sup><sub>3</sub> represents a cationic heteroaromatic radical represented by formula (IV<sup>0</sup>) below:



(IV<sup>0</sup>)

in which formulae (II<sup>0</sup>), (III<sup>0</sup>) and (IV<sup>0</sup>):

n = 0, 1, 2 or 3, it being understood that when n is greater than or equal to 2, then the radicals R<sup>0</sup><sub>4</sub> may be identical or different,

X<sup>0</sup><sub>1</sub> represents a nitrogen atom or a radical CR<sup>0</sup><sub>7</sub>,

X<sup>0</sup><sub>2</sub> represents a nitrogen atom or a radical CR<sup>0</sup><sub>8</sub>,

Z<sup>0</sup><sub>1</sub> represents a radical CHR<sup>0</sup><sub>2</sub>, an oxygen or sulphur atom or a radical NR<sup>0</sup><sub>14</sub>,

$Z^0_2$  represents an oxygen or sulphur atom or a radical  $NR^0_{15}$

$R^0_0, R^0_1, R^0_2, R^0_3, R^0_4, R^0_5, R^0_6, R^0_7, R^0_8, R^0_9, R^0_{10}, R^0_{11}$  and  $R^0_{12}$ , which may be identical or different, represent a hydrogen atom, a linear or branched  $C_1$ - $C_{10}$  hydrocarbon-based chain, which can form one or more 3- to 6-membered carbon-based rings, and which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an  $SO_2$  group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms;  $R^0_0, R^0_1, R^0_2, R^0_3, R^0_4, R^0_5, R^0_6, R^0_7, R^0_8, R^0_9, R^0_{11}$  and  $R^0_{12}$  not comprising a peroxide bond or diazo or nitroso radicals,

$R^0_{14}$  represents a hydrogen atom, a linear or branched  $C_1$ - $C_{10}$  hydrocarbon-based chain, which can form one or more 3- to 6-membered carbon-based rings, and which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an  $SO_2$  group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms,  $R^0_{14}$  not comprising a peroxide bond or diazo or nitroso radicals; it being understood that the said oxygen, nitrogen and sulphur atoms are not directly linked to the nitrogen atom bearing the radical  $R^0_{14}$ ,

$R^0_5$  with  $R^0_6$  can form a carbon-based aromatic ring, such as a phenyl,

$R^0_{13}$  and  $R^0_{15}$ , which may be identical or different, represent a  $C_1$ - $C_8$  alkyl radical, optionally substituted with one or more radicals chosen from the group consisting of a hydroxyl, a  $C_1$ - $C_2$  alkoxy, a  $C_2$ - $C_4$  (poly)hydroxyalkoxy, an amino, a  $C_1$ - $C_2$  (di)alkylamino, a carboxyl, a sulphonic or an optionally substituted phenyl radical;

the bond a of the cationic ring of formula (IV) is linked to the azo group of formula (I);

$X^0$  is an organic or mineral anion.

41. The composition of claim 40, wherein the dye is a monocationic monoazo dye of formula (Vk) selected from the group consisting of:

1,3-dimethyl-2-[4-(pyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,

1,3-dimethyl-2-[4-(3-hydroxypyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,

1,3-dimethyl-2-[4-(2-carboxypyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,

1,3-dimethyl-2-[4-(3-aminopyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,

1,3-dimethyl-2-[4-(2-carboxy-3-hydroxypyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,

1,3-dimethyl-2-[4-(2-carboxamidopyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,

1,3-dimethyl-2-[4-(2-hydroxymethylpyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,

1,3-dimethyl-2-[4-(2-carboxy-4-hydroxypyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,

1,3-dimethyl-2-[4-(piperidin-1-yl)phenylazo]benzimidazol-1-ium,

1,3-dimethyl-2-[4-(3-hydroxypiperidin-1-yl)phenylazo]benzimidazol-1-ium,

1,3-dimethyl-2-[4-(3-hydroxymethylpiperidin-1-yl)phenylazo]benzimidazol-1-ium,

1,3-dimethyl-2-[4-(3-carboxypiperidin-1-yl)phenylazo]benzimidazol-1-ium,

1,3-dimethyl-2-[4-(2-carboxypiperidin-1-yl)phenylazo]benzimidazol-1-ium,

1,3-dimethyl-2-[4-(piperazin-1-yl)phenylazo]benzimidazol-1-ium,

1,3-dimethyl-2-[4-(homopiperazin-1-yl)phenylazo]benzimidazol-1-ium,

5-amino-1,3-dimethyl-2-[4-(pyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,

5-amino-1,3-dimethyl-2-[4-(3-hydroxypyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,

5-amino-1,3-dimethyl-2-[4-(2-carboxypyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,

5-amino-1,3-dimethyl-2-[4-(3-aminopyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,

5-amino-1,3-dimethyl-2-[4-(2-carboxy-3-hydroxypyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,

5-amino-1,3-dimethyl-2-[4-(2-carboxamidopyrrolidin-1-yl)-phenylazo]benzimidazol-1-ium,

5-amino-1,3-dimethyl-2-[4-(2-hydroxymethylpyrrolidin-1-yl)-phenylazo]benzimidazol-1-ium,

5-amino-1,3-dimethyl-2-[4-(2-carboxy-4-hydroxypyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,

5-amino-1,3-dimethyl-2-[4-(piperidin-1-yl)phenylazo]benzimidazol-1-ium,

5-amino-1,3-dimethyl-2-[4-(3-hydroxypiperidin-1-yl)phenylazo]benzimidazol-1-ium,

5-amino-1,3-dimethyl-2-[4-(3-hydroxymethylpiperidin-1-yl)-phenylazo]benzimidazol-1-ium,

5-amino-1,3-dimethyl-2-[4-(3-carboxypiperidin-1-yl)phenylazo]benzimidazol-1-ium,

5-amino-1,3-dimethyl-2-[4-(2-carboxypiperidin-1-yl)phenylazo]benzimidazol-1-ium,

5-amino-1,3-dimethyl-2-[4-(piperazin-1-yl)phenylazo]benzimidazol-1-ium,

5-amino-1,3-dimethyl-2-[4-(homopiperazin-1-yl)phenylazo]benzimidazol-1-ium,

5-dimethylamino-1,3-dimethyl-2-[4-(pyrrolidin-1-yl)-phenylazo]benzimidazol-1-ium,

5-dimethylamino-1,3-dimethyl-2-[4-(3-hydroxypyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,

5-dimethylamino-1,3-dimethyl-2-[4-(2-carboxypyrrolidin-1-yl)-phenylazo]benzimidazol-1-ium,

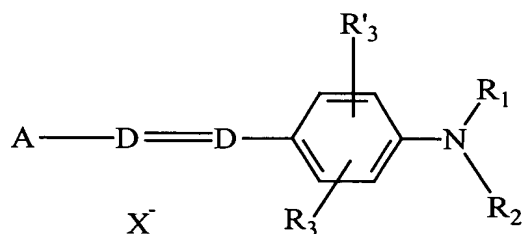
5-dimethylamino-1,3-dimethyl-2-[4-(3-aminopyrrolidin-1-yl)-phenylazo]benzimidazol-1-ium,

5-dimethylamino-1,3-dimethyl-2-[4-(2-carboxy-3-hydroxypyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,

5-dimethylamino-1,3-dimethyl-2-[4-(2-carboxamidopyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,

5-dimethylamino-1,3-dimethyl-2-[4-(2-hydroxymethylpyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,  
 5-dimethylamino-1,3-dimethyl-2-[4-(2-carboxy-4-hydroxypyrrolidin-1-yl)phenylazo]benzimidazol-1-ium,  
 5-dimethylamino-1,3-dimethyl-2-[4-(piperidin-1-yl)phenylazo]benzimidazol-1-ium,  
 5-dimethylamino-1,3-dimethyl-2-[4-(3-hydroxypiperidin-1-yl)-phenylazo]benzimidazol-1-ium,  
 5-dimethylamino-1,3-dimethyl-2-[4-(3-hydroxymethylpiperidin-1-yl)phenylazo]benzimidazol-1-ium,  
 5-dimethylamino-1,3-dimethyl-2-[4-(3-carboxypiperidin-1-yl)-phenylazo]benzimidazol-1-ium,  
 5-dimethylamino-1,3-dimethyl-2-[4-(2-carboxypiperidin-1-yl)-phenylazo]benzimidazol-1-ium,  
 5-dimethylamino-1,3-dimethyl-2-[4-(piperazin-1-yl)phenylazo]benzimidazol-1-ium,  
 5-dimethylamino-1,3-dimethyl-2-[4-(homopiperazin-1-yl)-phenylazo]benzimidazol-1-ium.

42. The composition of claim 28, wherein the dye is a monocationic monoazo dye of formula (VI)



in which:

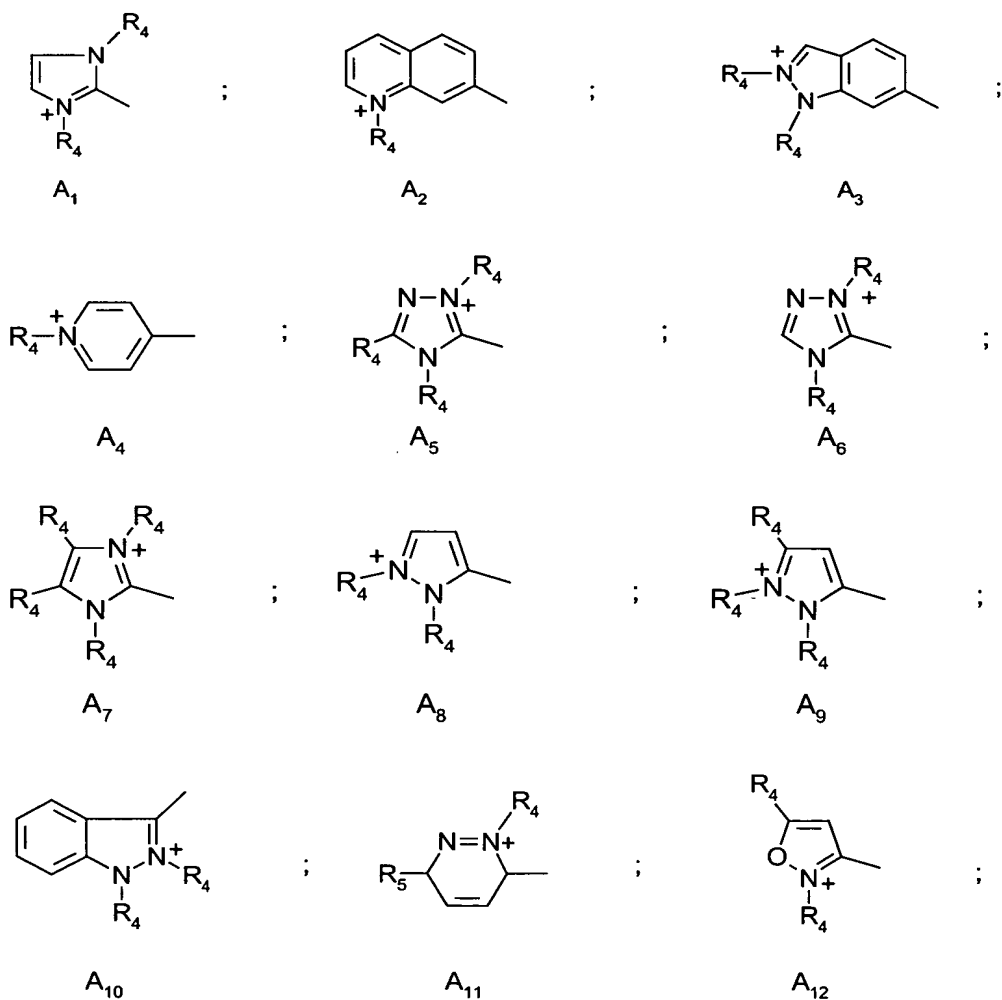
D represents a nitrogen atom or a -CH group,

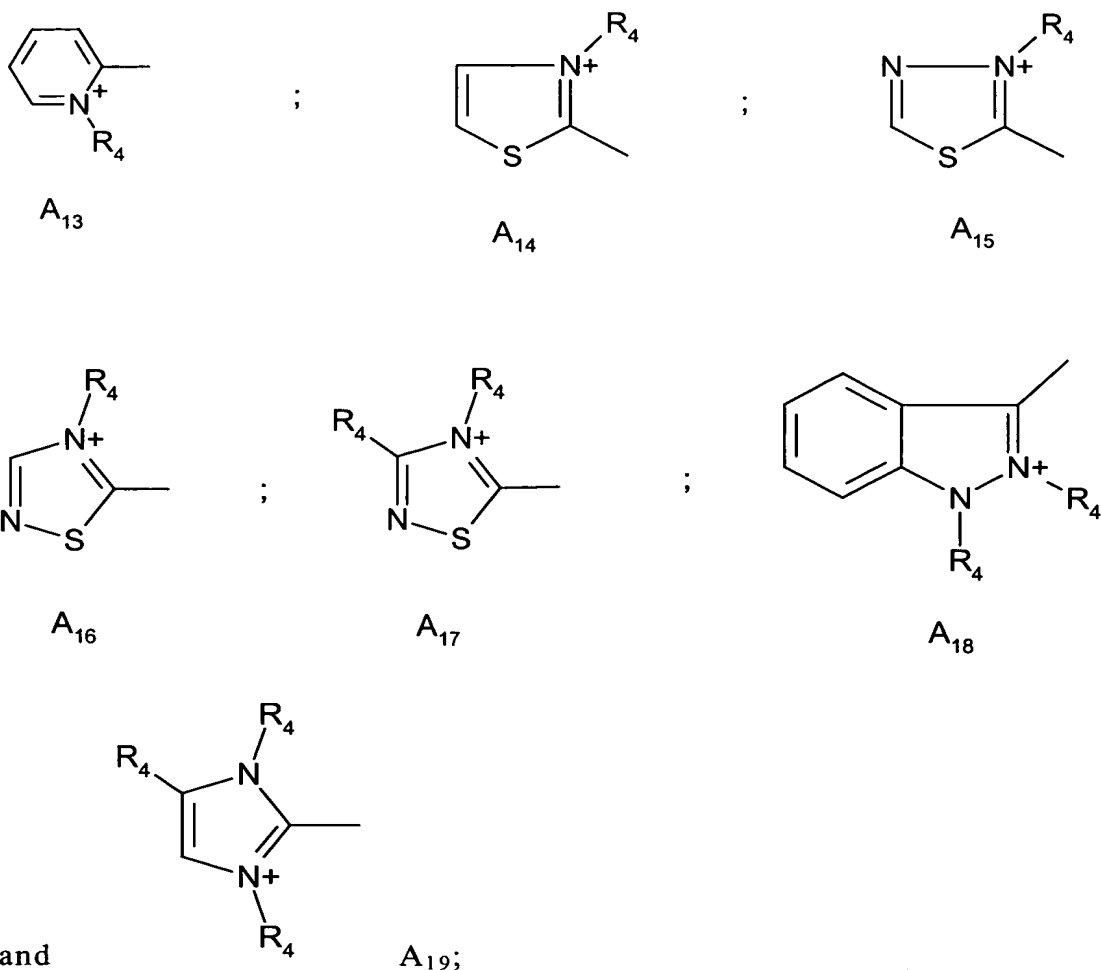
R<sub>1</sub> and R<sub>2</sub>, which may be identical or different, represent a hydrogen atom; a C<sub>1</sub>-C<sub>4</sub> alkyl radical which may be substituted with a -CN, -OH or -NH<sub>2</sub> radical or form, with a carbon atom of the benzene ring, a heterocycle optionally containing oxygen or nitrogen, which may be substituted with one or more C<sub>1</sub>-C<sub>4</sub> alkyl radicals; a 4'-aminophenyl radical,

R<sub>3</sub> and R'<sub>3</sub>, which may be identical or different, represent a hydrogen atom, a halogen atom chosen from chlorine, bromine, iodine and fluorine, or a cyano, C<sub>1</sub>-C<sub>4</sub> alkoxy or acetyloxy radical,

X<sup>-</sup> represents an anion preferably chosen from chloride, methyl sulphate and acetate,

A represents a group chosen from structures A1 to A19 below:

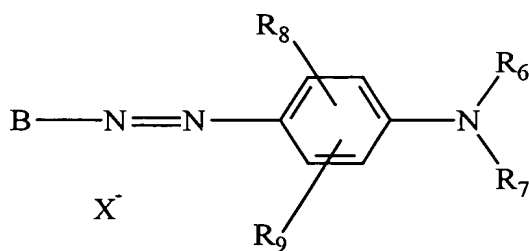




in which  $R_4$  represents a  $C_1$ - $C_4$  alkyl radical which may be substituted with a hydroxyl radical and  $R_5$  represents a  $C_1$ - $C_4$  alkoxy radical, with the proviso that when D represents  $-CH$ , A represents  $A_4$  or  $A_{13}$  and  $R_3$  is other than an alkoxy radical, then  $R_1$  and  $R_2$  do not simultaneously denote a hydrogen atom.

43. The composition of claim 28, wherein the dye is a monocationic monoazo dye of formula (Vm)





in which:

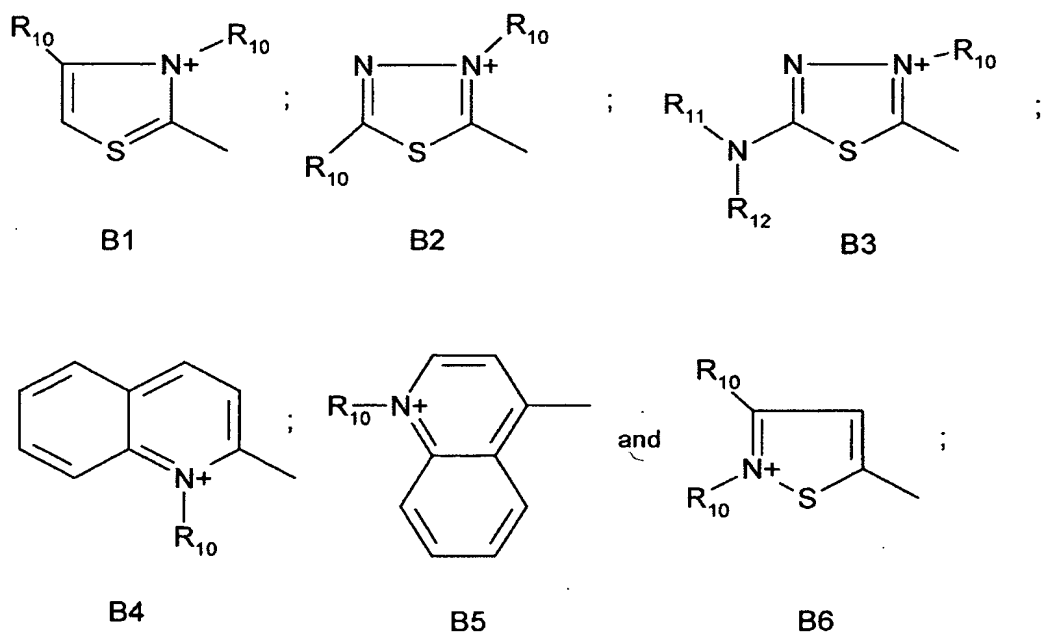
$R_6$  represents a hydrogen atom or a  $C_1$ - $C_4$  alkyl radical,

$R_7$  represents a hydrogen atom, an alkyl radical which may be substituted with a -CN radical or with an amino group, a 4'-aminophenyl radical or forms with  $R_6$  a heterocycle optionally containing oxygen and/or nitrogen, which may be substituted with a  $C_1$ - $C_4$  alkyl radical,

$R_8$  and  $R_9$ , which may be identical or different, represent a hydrogen atom, a halogen atom such as bromine, chlorine, iodine or fluorine, a  $C_1$ - $C_4$  alkyl or  $C_1$ - $C_4$  alkoxy radical or a -CN radical,

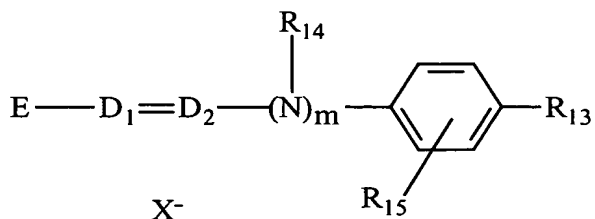
$X^-$  represents an anion preferably chosen from chloride, methyl sulphate and acetate,

B represents a group chosen from structures B1 to B6 below:

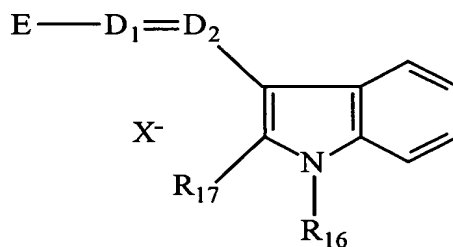


in which R<sub>10</sub> represents a C<sub>1</sub>-C<sub>4</sub> alkyl radical, R<sub>11</sub> and R<sub>12</sub>, which may be identical or different, represent a hydrogen atom or a C<sub>1</sub>-C<sub>4</sub> alkyl radical.

44. The composition of claim 28, wherein the dye is a monocationic monoazo dye of formula (Vn) or (Vo)



(Vn)



(Vo)

in which:

R<sub>13</sub> represents a hydrogen atom, a C<sub>1</sub>-C<sub>4</sub> alkoxy radical, a halogen atom such as bromine, chlorine, iodine or fluorine, or an amino radical,

R<sub>14</sub> represents a hydrogen atom, a C<sub>1</sub>-C<sub>4</sub> alkyl radical or forms with a carbon atom of the benzene ring a heterocycle optionally containing oxygen and/or substituted with one or more C<sub>1</sub>-C<sub>4</sub> alkyl groups,

R<sub>15</sub> represents a hydrogen atom or a halogen atom such as bromine, chlorine, iodine or fluorine,

R<sub>16</sub> and R<sub>17</sub>, which may be identical or different, represent a hydrogen atom or a C<sub>1</sub>-C<sub>4</sub> alkyl radical,

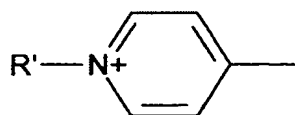
$D_1$  and  $D_2$ , which may be identical or different, represent a nitrogen atom or a -CH group,

$m = 0$  or  $1$ ,

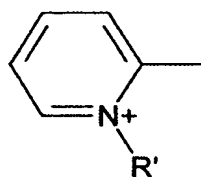
it being understood that when  $R_{13}$  represents an unsubstituted amino group, then  $D_1$  and  $D_2$  simultaneously represent a -CH group and  $m = 0$ ,

$X^-$  represents an anion preferably chosen from chloride, methyl sulphate and acetate,

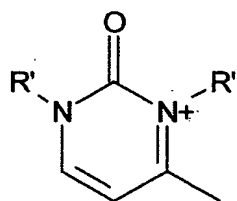
E represents a group chosen from structures E1 to E8 below:



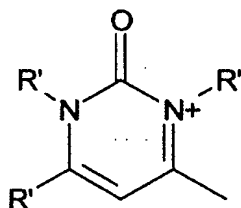
E1



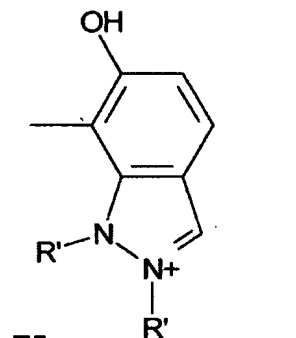
E2



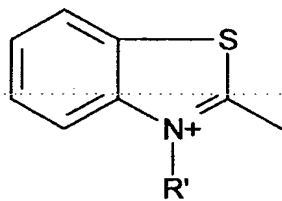
E3



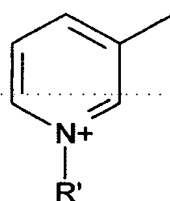
E4



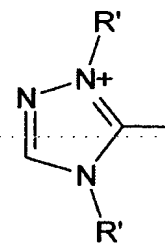
E5



E6



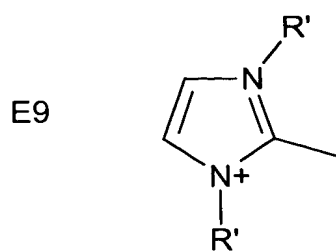
E7



E8

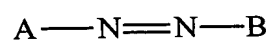
in which  $R'$  represents a  $C_1$ - $C_4$  alkyl radical;

when  $m = 0$  and when  $D_1$  represents a nitrogen atom, then E may also denote a group of structure E9 below:



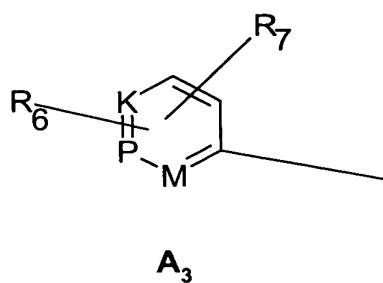
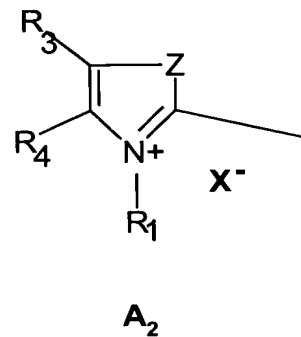
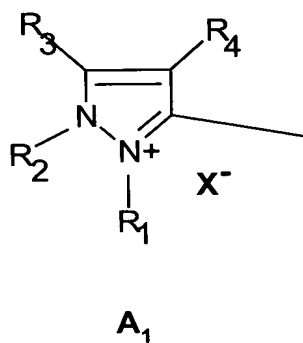
in which R' represents a C<sub>1</sub>-C<sub>4</sub> alkyl radical.

45. The composition of claim 28, wherein the dye is a monocationic monoazo dye of formula (Vp)



in which:

the symbol A represents a group chosen from structures A1 to A3 below:



in which structures A1 to A3,

$R_1$  denotes a  $C_1$ - $C_4$  alkyl radical, a phenyl radical which may be substituted with a  $C_1$ - $C_4$  alkyl radical or a halogen atom chosen from chlorine, bromine, iodine and fluorine;

$R_2$  denotes a  $C_1$ - $C_4$  alkyl radical or a phenyl radical;

$R_3$  and  $R_4$ , which may be identical or different, represent a  $C_1$ - $C_4$  alkyl radical, a phenyl radical or, in the case of structure A1, may together form a substituted benzene ring, and in the case of structure A2, may together form a benzene ring optionally substituted with one or more  $C_1$ - $C_4$  alkyl,  $C_1$ - $C_4$  alkoxy or  $NO_2$  radicals;

$R_3$  may also denote a hydrogen atom;

$Z$  denotes an oxygen or sulphur atom or a group  $-NR_2$ ;

$M$  represents a group  $-CH$ ,  $-CR$  ( $R$  denoting  $C_1$ - $C_4$  alkyl),  
or  $-NR_5(X^-)_r$ ;

$K$  represents a group  $-CH$ ,  $-CR$  ( $R$  denoting  $C_1$ - $C_4$  alkyl),  
or  $-NR_5(X^-)_r$ ;

$P$  represents a group  $-CH$ ,  $-CR$  ( $R$  denoting  $C_1$ - $C_4$  alkyl),  
or  $-NR_5(X^-)_r$ ;  $r$  denotes zero or 1;

$R_5$  represents an atom  $O^-$ , a  $C_1$ - $C_4$  alkoxy radical or a  $C_1$ - $C_4$  alkyl radical;

$R_6$  and  $R_7$ , which may be identical or different, represent a hydrogen atom or a halogen atom chosen from chlorine, bromine, iodine and fluorine, a  $C_1$ - $C_4$  alkyl radical, a  $C_1$ - $C_4$  alkoxy radical or an  $-NO_2$  radical;

$X^-$  represents an anion preferably chosen from chloride, iodide, methyl sulphate, ethyl sulphate, acetate and perchlorate;

with the proviso that,

if  $R_4$  denotes a  $C_1$ - $C_4$  alkyl radical and  $Z$  denotes a sulphur atom, then  $R_3$  does not denote a hydrogen atom;

if  $R_5$  denotes  $O^-$ , then  $r$  denotes zero;

if K or P or M denote N-(C<sub>1</sub>-C<sub>4</sub>)alkyl X<sup>-</sup>, then R<sub>6</sub> or R<sub>7</sub> is other than a hydrogen atom;

if K denotes -NR<sub>5</sub>(X<sup>-</sup>)<sub>r</sub>, then M = P = -CH<sub>3</sub>; -CR<sub>3</sub>;

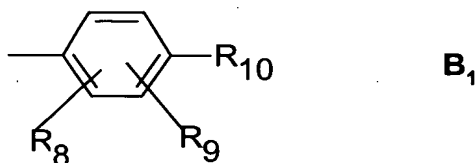
if M denotes -NR<sub>5</sub>(X<sup>-</sup>)<sub>r</sub>, then K = P = -CH<sub>3</sub>; -CR<sub>3</sub>;

if P denotes -NR<sub>5</sub>(X<sup>-</sup>)<sub>r</sub>, then K = M and denote -CH<sub>3</sub> or -CR<sub>3</sub>;

if Z denotes -NR<sub>2</sub> and R<sub>2</sub> denotes a C<sub>1</sub>-C<sub>4</sub> alkyl radical, then at least one of the radicals R<sub>1</sub>, R<sub>3</sub> or R<sub>4</sub> of A<sub>2</sub> is other than a C<sub>1</sub>-C<sub>4</sub> alkyl radical;

the symbol B represents:

(a) a group of structure B<sub>1</sub> below:



in which structure B<sub>1</sub>,

R<sub>8</sub> represents a hydrogen atom, a halogen atom chosen from chlorine, bromine, iodine and fluorine, a C<sub>1</sub>-C<sub>4</sub> alkyl or C<sub>1</sub>-C<sub>4</sub> alkoxy radical, a radical -OH, -NO<sub>2</sub>, -NHR<sub>11</sub>, -NR<sub>12</sub>R<sub>13</sub> or -NHCO-(C<sub>1</sub>-C<sub>4</sub>) alkyl, or forms with R<sub>9</sub> a 5- or 6-membered ring optionally containing one or more heteroatoms chosen from nitrogen, oxygen or sulphur;

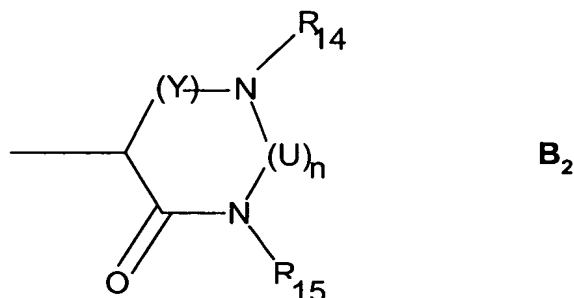
R<sub>9</sub> represents a hydrogen atom, a halogen atom chosen from chlorine, bromine, iodine and fluorine, or a C<sub>1</sub>-C<sub>4</sub> alkyl or C<sub>1</sub>-C<sub>4</sub> alkoxy radical, or forms with R<sub>10</sub> or R<sub>11</sub> a 5- or 6-membered ring optionally containing one or more heteroatoms chosen from nitrogen, oxygen or sulphur;

R<sub>10</sub> represents a hydrogen atom, an -OH radical, a radical -NHR<sub>11</sub> or a radical -NR<sub>12</sub>R<sub>13</sub>;

R<sub>11</sub> represents a hydrogen atom, a C<sub>1</sub>-C<sub>4</sub> alkyl radical, a C<sub>1</sub>-C<sub>4</sub> monohydroxyalkyl radical, a C<sub>2</sub>-C<sub>4</sub> polyhydroxyalkyl radical or a phenyl radical;

R<sub>12</sub> and R<sub>13</sub>, which may be identical or different, represent a C<sub>1</sub>-C<sub>4</sub> alkyl radical, a C<sub>1</sub>-C<sub>4</sub> monohydroxyalkyl radical or a C<sub>2</sub>-C<sub>4</sub> polyhydroxyalkyl radical;

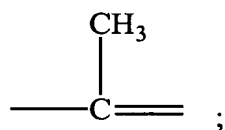
(b) a 5- or 6-membered nitrogeous heterocyclic group which may contain other heteroatoms and/or carbonyl groups and which may be substituted with one or more C<sub>1</sub>-C<sub>4</sub> alkyl, amino or phenyl radicals,  
and especially a group of structure B<sub>2</sub> below:



in which structure B<sub>2</sub>,

R<sub>14</sub> and R<sub>15</sub>, which may be identical or different, represent a hydrogen atom, a C<sub>1</sub>-C<sub>4</sub> alkyl radical or a phenyl radical;

Y denotes the -CO- radical or the radical



n = 0 or 1 with, when n denotes 1, U denotes the -CO radical.

46. The composition of claim 1, wherein the heterocyclic group is chosen from imidazolium and pyridinium rings substituted with one or more alkyl groups.
47. The composition of claim 1, wherein the monocationic monoazo direct dye is chosen from Basic Red 22, Basic Red 51, Basic Orange 31 and Basic Yellow 87.
48. The composition of claim 1, wherein the cationic dye comprising a heterocyclic group represents from 0.005% to 20%, preferably from 0.01% to 10% and even more preferably from 0.05% to 5% by weight relative to the total weight of the composition.
49. The composition of claim 1, wherein the cationic tertiary para-phenylenediamine(s) having a pyrrolidine ring represent from 0.001 to 10%, and preferably from 0.005 to 6% by weight relative to the total weight of the composition.
50. The composition of claim 1, wherein the composition further comprises at least one cationic polymer.

51. The composition of claim 1, wherein the composition further comprises at least one thickening polymer.
52. The composition of claim 1, wherein the composition further comprises at least one surfactant chosen from the group consisting of anionic surfactants, amphoteric or zwitterionic surfactants, nonionic surfactants and cationic surfactants.
53. The composition of claim 1, wherein the composition further comprises at least one additional oxidation base other than cationic tertiary para-phenylenediamines having a pyrrolidine ring chosen from para-phenylenediamines, bis-phenylalkylenediamines, para-aminophenols, ortho-aminophenols, heterocyclic bases and their addition salts.
54. The composition of claim 53, wherein the additional oxidation base(s) are present in a quantity of between 0.001 to 20% by weight and preferably between 0.005 and 6% by weight relative to the total weight of the composition.
55. The composition of claim 1, wherein the composition further comprises at least one coupler chosen from meta-phenylenediamines, meta-aminophenols, meta-diphenols, naphthalene couplers, heterocyclic couplers and their addition salts.
56. The composition of claim 55, wherein the coupler is chosen from 1,3-dihydroxybenzene, 1,3-dihydroxy-2-methylbenzene, 4-chloro-1,3-dihydroxybenzene, 2,4-diamino-1-( $\beta$ -hydroxyethyloxy)benzene, 2-amino-4-( $\beta$ -hydroxyethylamino)-1-methoxybenzene, 1,3-diaminobenzene, 1,3-bis(2,4-diaminophenoxy)propane, 3-ureidoaniline, 3-ureido-1-dimethylaminobenzene, sesamol, 1- $\beta$ -hydroxyethylamino-3,4-methylenedioxybenzene,  $\alpha$ -naphthol, 2-methyl-1-naphthol, 6-hydroxyindole, 4-hydroxyindole, 4-hydroxy-N-methylindole, 2-amino-3-hydroxypyridine, 6-hydroxybenzomorpholine, 3,5-diamino-2,6-dimethoxypyridine, 1-N-( $\beta$ -hydroxyethyl)amino-3,4-methylenedioxybenzene, 2,6-bis( $\beta$ -hydroxyethylamino)toluene and their addition salts.
57. The composition of claim 55, wherein the coupler(s) are present in a quantity of between 0.001 and 20% by weight relative to the total weight of the composition.
58. The composition of claim 1, wherein the composition further comprises at least one additional direct dye.



59. The composition of claim 1, wherein the composition further comprises at least one hydroxylated solvent such as ethanol, propylene glycol, glycerol, polyol monoethers.

60. The composition of claim 1, wherein the composition further comprises an oxidizing agent chosen from hydrogen peroxide, urea peroxide, alkali metal bromates, persalts, peracids and oxidase enzymes, and preferably hydrogen peroxide.

61. A method for oxidation dyeing of keratinous fibres, wherein a dyeing composition as defined in claim 1 is applied to the fibres in the presence of an oxidizing agent.

62. A multicompartment device comprising:

a first compartment comprising a dyeing composition for dyeing keratinous fibres, as defined in claim 1, and

a second compartment comprising an oxidizing agent.

63. A multicompartment device comprising:

a first compartment comprising a composition comprising a cationic tertiary para-phenylenediamine containing at least one pyrrolidine ring as defined in claim 1;

a second compartment comprising a composition comprising at least one cationic direct dye comprising at least one heterocyclic group as defined in claim 27; and

a third compartment comprising an oxidizing composition.